

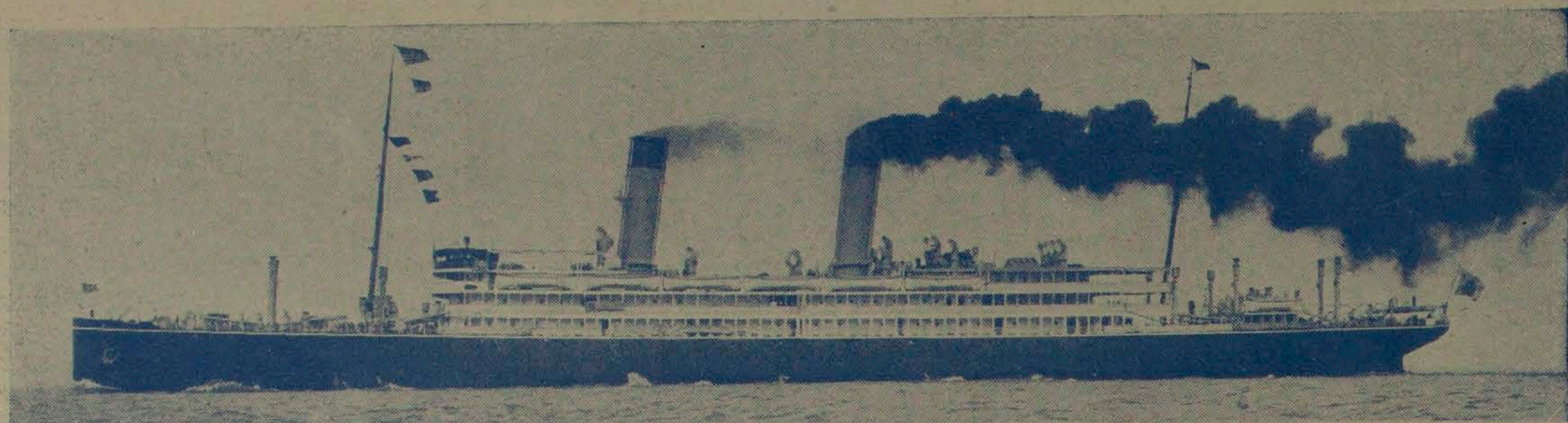


LOS ANGELES
STANDARD
GUIDE
SAN DIEGO

INCLUDING THE
PANAMA CALIFORNIA
EXPOSITION
AT
SAN DIEGO

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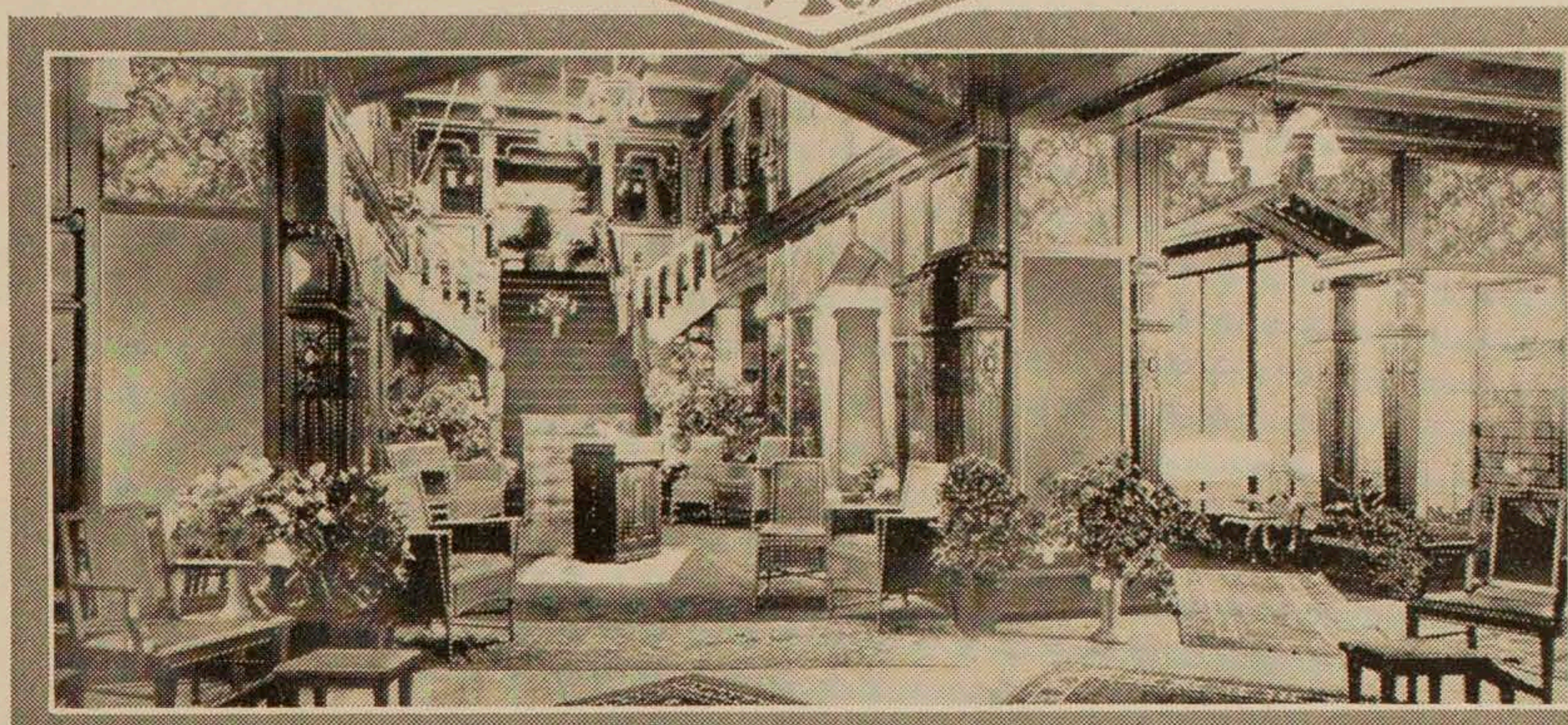
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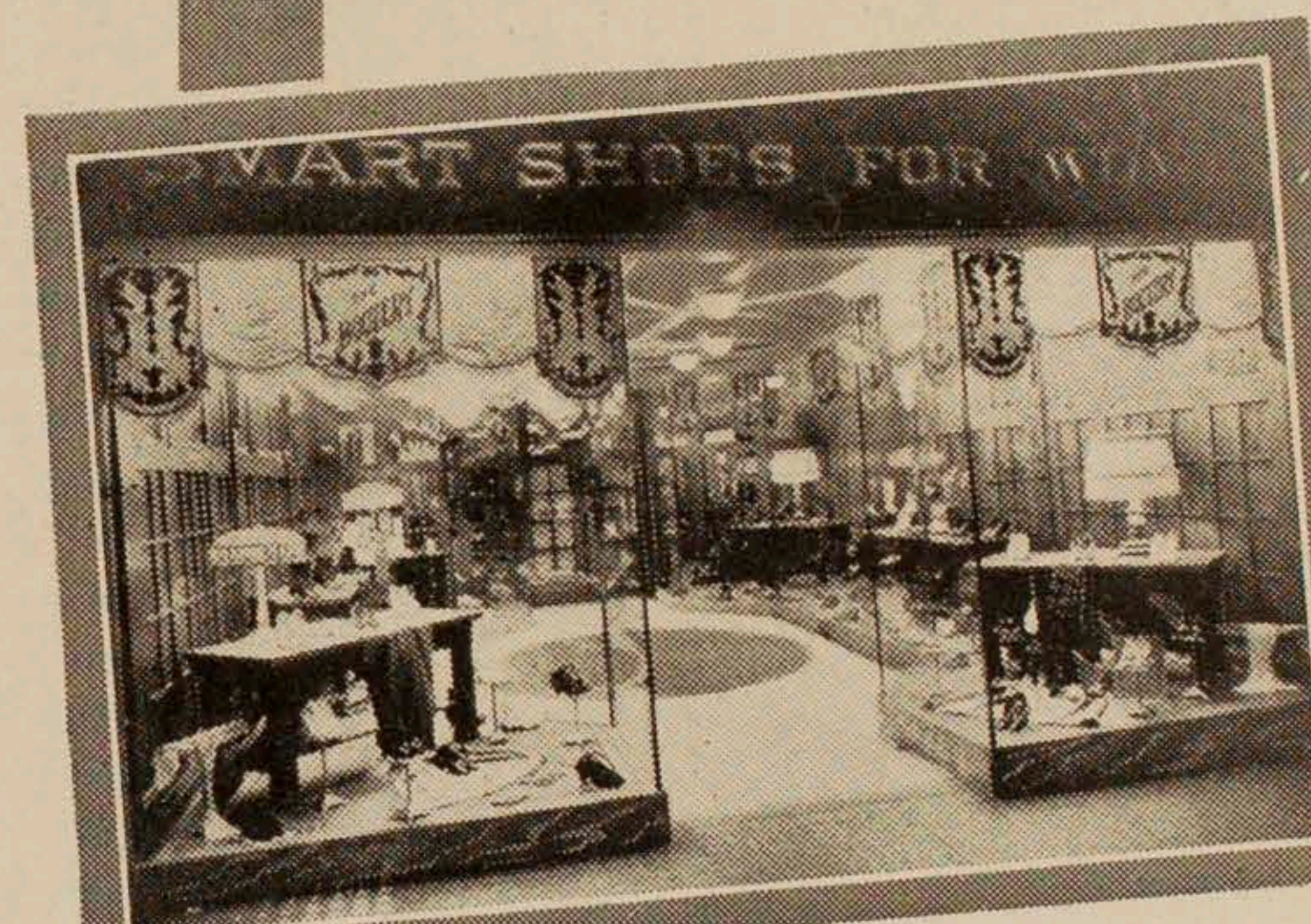


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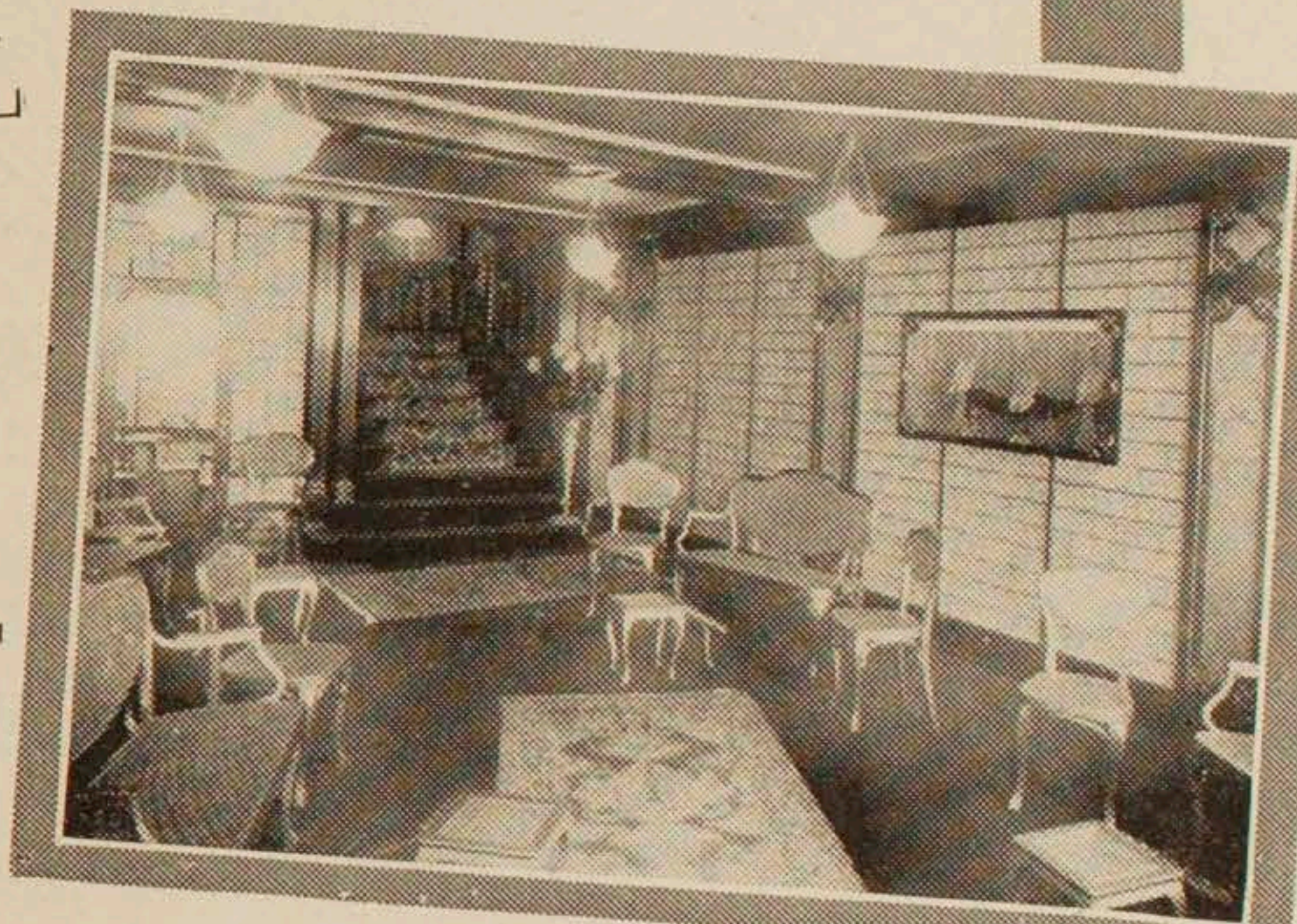
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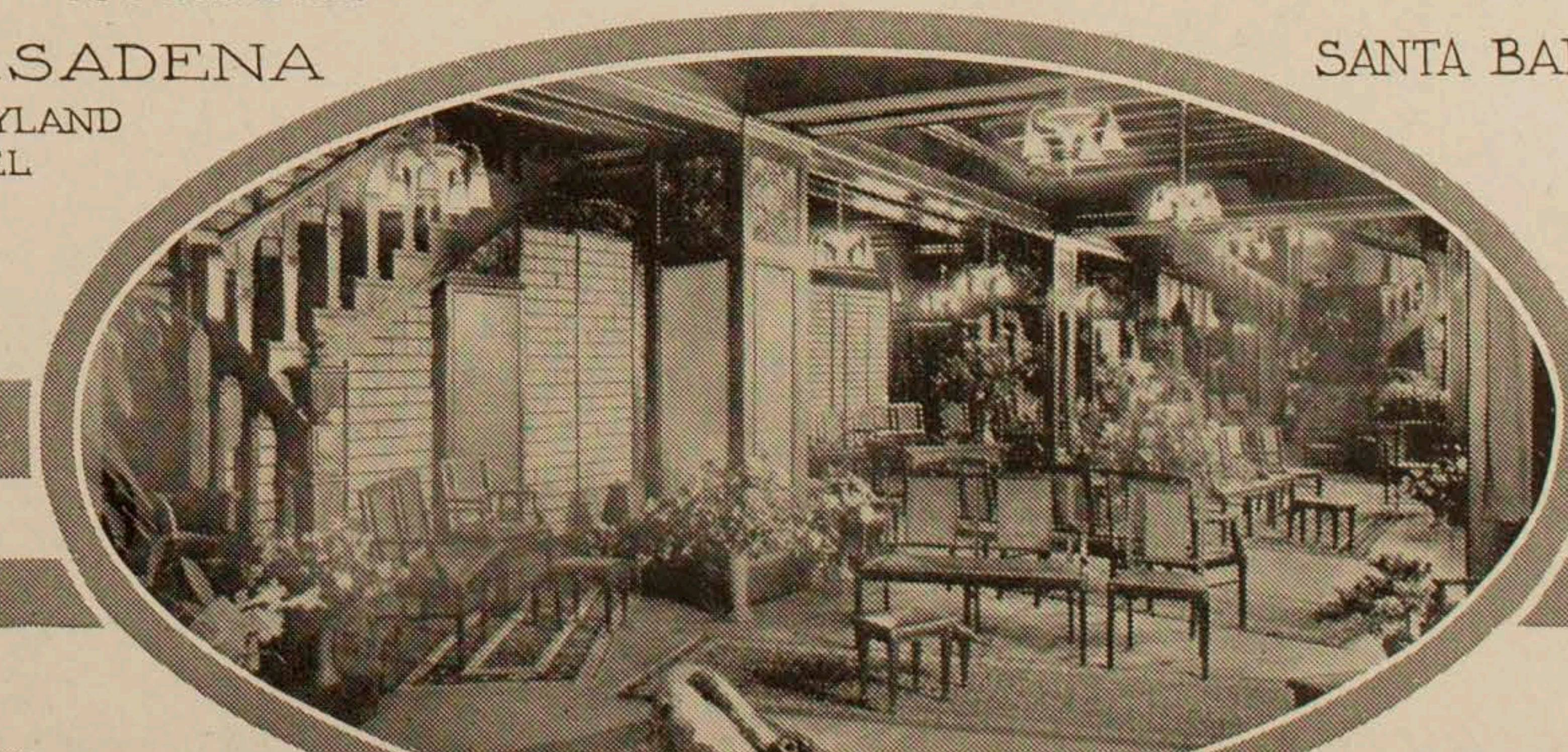
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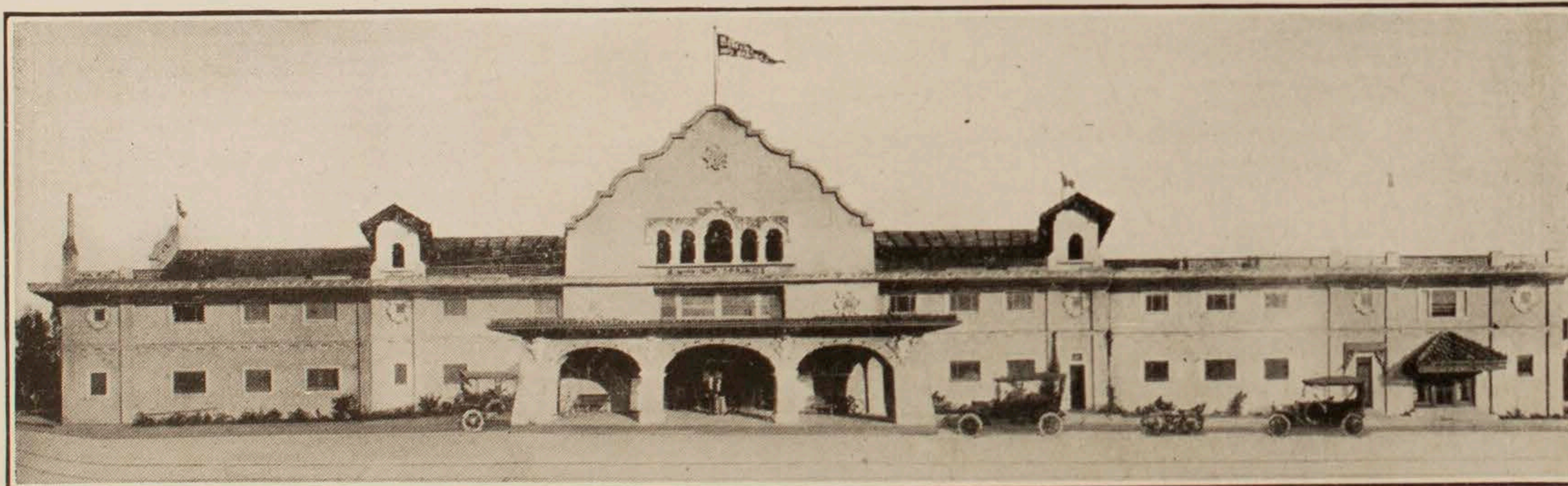
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STANDARD GUIDE TO LOS ANGELES, SAN DIEGO AND THE PANAMA- CALIFORNIA EXPOSITION

CONTAINS an accurate description of all points of interest. Gives the history, progress and development of Los Angeles and vicinity including the Exposition at San Diego.



Locates and describes all places of general importance such as parks, churches, theatres, banks, hotels, public buildings, retail and wholesale shopping districts, cafes, amusement places, etc. Each topic treated in strict alphabetical order. Includes Notable Hotels of Southern California and Special Pleasure Trips for the Tourist.

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LOS ANGELES—SAN DIEGO

AND HOW TO SEE THEM

*M*ANY books, pamphlets and leaflets have been provided for the convenience of the tourist in Los Angeles, San Diego and Southern California, most of them excellent so far as they go, though often out of date in many particulars, and of the pamphlets and leaflets, one must collect and consult a sheaf in order to cover the ground. To obviate this inconvenience and to bring the matter down to date, this book has been prepared. Between these covers is all the information to be found in dozens of pamphlets, and very much more besides, all classified and arranged in such manner that any subject desired can be found with the utmost ease.

Los Angeles is so intimately connected with the industries and pleasures of all Southern California that it is impossible, without curtailing its usefulness too much, to arrange a guide book dealing solely with Los Angeles. While this book embraces outside localities there is no desire to claim them as a part of Los Angeles. The aim is to give all information necessary for the tourist, to enable him to find, and to help him to enjoy the many delights which this region has to offer.

Since during the Exposition year, no one in Los Angeles, whether tourist or permanent resident, will fail to visit the neighboring Exposition Cities, and certainly no one who goes to San Diego first will fail to make at least a short trip to Los Angeles, the Metropolis of Southern California; it is fitting that San Diego and its Exposition should be included in this guide.

In the body of the book, which is devoted to Los Angeles proper, the subjects are arranged in alphabetical order, so no index is required. Included in this part are the former towns which are now a part of the city, such as Hollywood and San Pedro.

Following the Guide proper will be found Special Trips, each of which may be made from Los Angeles. In describing the routes of these excursions the various towns through which they pass are also included.

Next comes San Diego and the Panama-California Exposition, followed by a treatise on notable hotels of Southern California.

THE PUBLISHERS



LOS ANGELES HARBOR

LOS ANGELES

*That which she has not
and wills not is not*

Year by year tourists flock to Los Angeles in greater numbers, year by year her permanent population increases by leaps and bounds, both classes called hither by her incomparable climate, her delightful situation, between the mountains and the sea, her interesting surroundings, the facilities she affords for amusement and recreation and by her abundant evidences of material prosperity. In all these particulars Los Angeles is pre-eminent, but there is still more of which she has a right to be proud—doubly proud because they are among the things best worth while, and because it is through her own efforts that she has attained them; her climate and situation she was born with. Her playground system is among the best in the United States; her public schools are exceptionally fine; her people have been taught the skilful use of books, so that in circulation and reference use her public library ranks very high; and in an age when church-going is notably falling off and in a country where all out-doors is calling insistently every Sunday in the year, her largest churches are crowded to the doors at every service. These things mean that Los Angeles is far more than just a materially prosperous city, and that with all the allurements of Southern California at her doors, she takes time for the higher things of life.

One morning in September, 1781, Governor Felipe de Neve, with a band of priests and Indian neophytes and eleven settlers with their families who were to become the pabladores of the new town,

set out from San Gabriel Mission to establish the Pueblo Nuestra Senora, la Reina de Los Angeles. Arriving at the spot selected, a cross was set up, the priests and neophytes chanted, the banner of Our Lady was unfurled by the side of the flag of Spain, and the site was named for Our Lady, the Queen of the Angels. Lots were laid out on three sides of a plaza (one side being reserved for a church and other public buildings), lands for cultivation called suertes, were set apart, an irrigation ditch from the river, then called "Porciuncula," was planned, and each soldier was given two oxen, two mules, two mares, two sheep, two goats, two cows, one calf, an ass and one hoe. With their families the settlers numbered forty-six, only two of pure Spanish blood, the rest Indian and mulatto. Their houses when built were rude adobe structures with flat roofs made of reeds covered with asphaltum.

Their fields were productive with little cultivation and what was lacking the fertile fields of San Gabriel Mission could supply, so for many years the settlers led a *dolce far niente* life. It was said of them and of the town, "The people are a set of idlers," "the town, founded twenty years ago, has made no advancement," "confident that the Gentiles (Indians) are working, they pass their days in singing," yet the little town grew. In 1800 the population was 315, in 1835 it was made a city by the Mexican Government and declared the capital, but the selection was not enforced. Bickerings among Mexican

leaders followed for several years, but between 1845 and 1847 it was the actual capital. When the Mexican war broke out the city was torn by factional quarrels, but both Mexican factions united to oppose the American troops under Commodore Stockton and General Fremont. Battles were fought in the vicinity with results favoring the Americans, and in January, 1847, Generals Andres Pico and John C. Fremont signed articles of peace at Cahuenga. Los Angeles then became an American city, though in 1846 the American flag had been raised by Captain Gillespie. The population at that time was 1,250. The city received a charter in 1850. In 1860 the population was 4,300. Of these only five hundred were Americans. Los Angeles grew slowly for a time, but from 1876, when it became connected by the Southern Pacific railroad with San Francisco and the overland line, its growth was faster, and even more rapid after 1885 when connections were made with the East by the Santa Fe system. The period following culminated in a land boom when property rose to most extraordinary values and all of Southern California felt the stimulus. As usually happens after such inflation a reaction followed, but from that time the march has been steadily forward with remarkable increase in population since the new century set in. In 1900 it was something over 100,000, of whom about one-fifth were foreign born. In 1910 it was 319,198. It is now (1914) estimated at 500,000. Climate, soil and situation have contributed to this wonderful growth, these factors referring to neighboring cities and towns as well as to Los Angeles, for all Southern California has had a remarkable development during the last dozen years. This development is not now merely an increase in population and property values, but in fine buildings and splendid roads, in a magnificent water system, in irrigation projects, and in more intelligent cultivation of the land. All these are solid improvements, adding to intrinsic values and, taken in connection with a street railway system exceptionally complete, an interurban electric railway system remarkable for extent, an extensive park system, and homes surrounded by beautiful grounds, they explain the great desirability of Los Angeles and vicinity for a sojourn of weeks or months, or for a permanent home. The question is not whether the new comer can find what he wants here; but, in a land where mountains, valleys, ocean

beaches, city blocks and orange groves are within a few minutes car-ride from one another, the problem is rather, to choose. Nearly every desire of the most complex nature can find satisfaction and the question to puzzle over is which aim, which desire, shall be considered paramount. Does one prefer a high elevation, mountain air, an extended view over cultivated valleys and homes buried in almost tropical verdure; Altadena, La Canada, Sierra Madre, Mount Washington and other hillside slopes invite him. Does he desire to till these fertile acres and have a home in the midst of walnut, peach, orange or lemon groves, to dwell under his own vine and fig tree; again La Canada calls him or the Verdugo Hills, San Fernando and San Gabriel valleys, Santa Ana, Orange and other localities reach out for him and display their gentle slopes or level plains. Does the sea call him; within an hour's ride nearly a score of beaches stretch along the coast with homes ranging from a two-room cottage to a mansion, each settlement with its own peculiar attraction and all with the comforts of civilization and within a short distance from the urban luxuries of Los Angeles, with frequent interurban electric car service. Does a city home, including the suburban advantages of extended grounds, the scent of orange blossoms, rose hedges and tree-bordered avenues appeal to him; Pasadena, Redlands, Riverside await his choice. Or if he is a city man whose contentment is not complete unless he is a part of the bustling throng which crowds a city's pavements, Los Angeles, the metropolis of the Southwest, beckons with myriad advantages few of her sister cities can bring together. Not only the usual city advantages of business opportunities, fine schools, churches supplied with the best talent, libraries, clubs, theaters, museums, hospitals; but, coupled with these, inducements unusual for a city, of comfortable all-the-year homes, where summer nights are always cool, the hottest days not really sultry and the coolest days not really cold; where broad, well shaded avenues extend in every direction lined with homes whose architecture is adapted to the climate, each house possessing an individuality and standing in grounds where nature works every day in the year to produce the lawns, trees, shrubs and flowers which lend to them all the attractions of suburban homes. Surely the man would be discontented in Paradise who could not satisfy himself here.

ALLIGATOR FARM—Adjoining Eastlake Park is this curious industry, affording a novel and interesting exhibition. The "farm" is the home of from one to two thousand alligators ranging from tiny ones about the size of a small lizard to huge beasts twenty feet long and more than two hundred years old. Visitors are shown over the grounds by competent guides, and trained alligators are exhibited daily at four o'clock. They climb a steep incline and "shoot the chutes" into a small lake. They are harnessed to, and draw, a small cart and perform various tricks. They are raised for sale, but principally for the use of their skins, which are manufactured into bags, purses, belts, and many other articles exhibited in the salesroom.

AMUSEMENTS—Time can never hang heavy on the hands of the visitor in Los Angeles, nor can the Angeleno himself ever want for amusement. The climate and environs contribute to his enjoyment while all the out-of-door sports, except those dependent upon snow and ice, flourish the year around.

Baseball—Lovers of baseball can witness the great American game daily, except Mondays, in Baseball Park at Grand Avenue and Washington Street. The game begins at 2:45. There is also a baseball park at Venice.

Bathing and Swimming—Numerous beaches within easy reach of the city offer themselves for both surf and still-water bathing and the mild climate permits them to be enjoyed throughout the year. At the Bimini Baths in the city is a splendid swimming tank of delightful mineral water, constantly renewed; and at Venice, Long Beach, Redondo Beach and Ocean Park are salt water swimming and plunge baths.

Coaching—The mountain coach ride at Catalina Island in four-in-hand or six-in-hand coaches is an experience full of delight for lovers of scenery. From a winding, ever-climbing mountain road are obtained glorious views of sky and hillsides and the ever-changing sea.

Fishing—Catalina Island is a paradise for fishermen, a world-famous fishing ground for sword-fish and the gamiest fighting fish in the world, the leaping tuna, which is also caught off Redondo Beach and Venice. The fish weigh from 80 to 250 pounds and the season is from May to October. Sword-fish weigh from 100 to 350 pounds and the season is from June to December. Several other smaller varieties

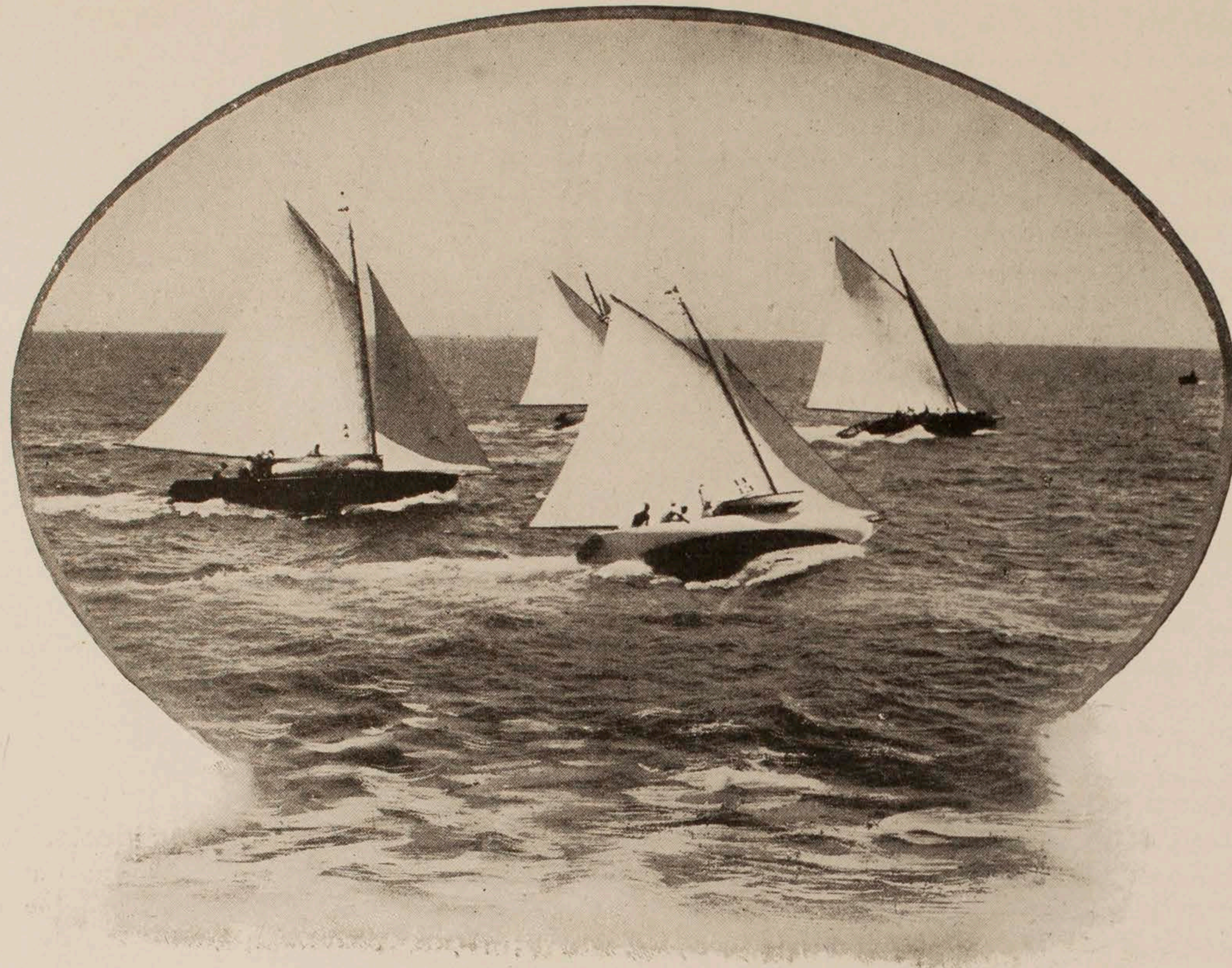
of tuna are to be had, and several varieties of sea bass. Black sea bass weighing from 100 to 450 pounds are caught from April to December. The season for white sea bass, almost as gamey a fish as the tuna, is from March to November. Barracuda, whitefish, sheepshead and many others are to be had. All the beaches afford fine fishing grounds, both from the wharves and from boats. Sole, halibut, yellowtail, mackerel, pompano, yellow-fins, corbina, bonita and many small fish are taken. Trout are found in the streams of mountain canyons near Los Angeles.

Golf and Tennis invite their followers to every country club, of which there are a number within a short distance of the city, the Los Angeles, the Pasadena, the Altadena, the San Gabriel Valley country clubs and the Annandale Golf Club. There are also fine links and a club-house on Catalina Island. Several of the large tourist hotels maintain private links.

Hunting—Deer, bear, wildcats, mountain lions, rabbits, squirrel and quail are found in the mountains of Los Angeles County. Wild ducks abound on the salt marshes, and on Catalina Island mountain goats afford sport for the hunter.

Motoring—Wonderfully smooth automobile roads extend for miles in every direction, to the mountains, to the sea, through wild and picturesque scenery, through scented orange groves, through highly cultivated and fertile valleys. The charm of motoring in Southern California is something difficult to describe. Not only may every variety of scenery be enjoyed, but, from the latest developments of our complex life of today, one may slip back along the years to the old missions, the interesting and, when not too painfully modernized, beautiful reminders of eighteenth century days of the Spanish regime on this coast.

Parks—Amusement parks at several of the beach resorts offer attractions for those who enjoy scenic railways, roller-coasters, "trips to Cloudland" and "shooting the chutes." Parks for rest and recreation, as well as play grounds for children, are in every quarter of the city. Westlake and Eastlake parks, Echo Park and Hollenbeck Park contain artificial lakes, furnished with row-boats, and the lakes are quite large enough for a pleasant boat ride. Near Eastlake Park is a zoo, an aviary and an aquarium.



AN ALL-THE-YEAR-ROUND SPORT IN LOS ANGELES WATERS
The yachtsman has within his reach the wonders of Alaska and the mysterious islands of the southern seas

Polo—Southern California is a rendezvous for polo players, and match games and tournaments are played every fall and winter on the grounds of the Pasadena and Riverside Polo clubs, also at the Coronado Country Club.

Theaters—Los Angeles is well supplied with theaters, though perhaps the theater should no longer be regarded as a place of amusement, but there can be no doubt about vaudeville entertainments, of which the Orpheum, Pantages and the Empress are the principal ones. There are over a hundred moving picture shows in the city. For further information see general article "Theaters."

Yachting—Yachting and motor-boating both have their devotees. Los Angeles harbor is perhaps the favorite. The clubhouse of the South Coast Yacht Club is on Terminal Island. The opening of the Panama Canal will undoubtedly bring many large eastern yachts to the harbors near Los Angeles. Instead of laying them up for the winter where they must be closely covered, and where care must be taken to keep them free from ice, their

owners find this coast is a desirable yachting ground in winter as well as summer. Pacific waters, with their Mediterranean blue depths and clearness, are themselves a delight. All up and down the coast the scenery is varied and fascinating while, with this coast as a base, the yachtsman has within his reach the wonders of Alaska and the mysterious islands of the Southern Seas.

There are also the trips and excursions! A new one may be taken every day for weeks before the visitor has tried them all and become acquainted with the diversified attractions of the surroundings of Los Angeles. With this beautiful neighboring country, including both mountains and sea, and with all the above sports to be enjoyed, not only for a few weeks or months, but for the whole year through, Los Angeles may rightly claim to be a Mecca for the health-seeker, the pleasure-seeker, and for those in need of new interests and recreations.

ANGELENO HEIGHTS — The high ground just beyond Echo Park, in the northwestern part of the city.

ANGELS' FLIGHT—A steep incline, between Hill and Olive streets, at Third. The ascent is so steep that the car is built like a stairway, to prevent the passengers from falling in a huddle at the lower end. The car is drawn by a cable which lowers one car as the other rises. From the pavilion at the summit there is an extensive view over the city and, if it is very clear, Catalina Island may be seen in the distance.

ANIMAL FARM—Near Eastlake Park is an enclosure containing an interesting zoological collection, all the wild animals usually found in such places.

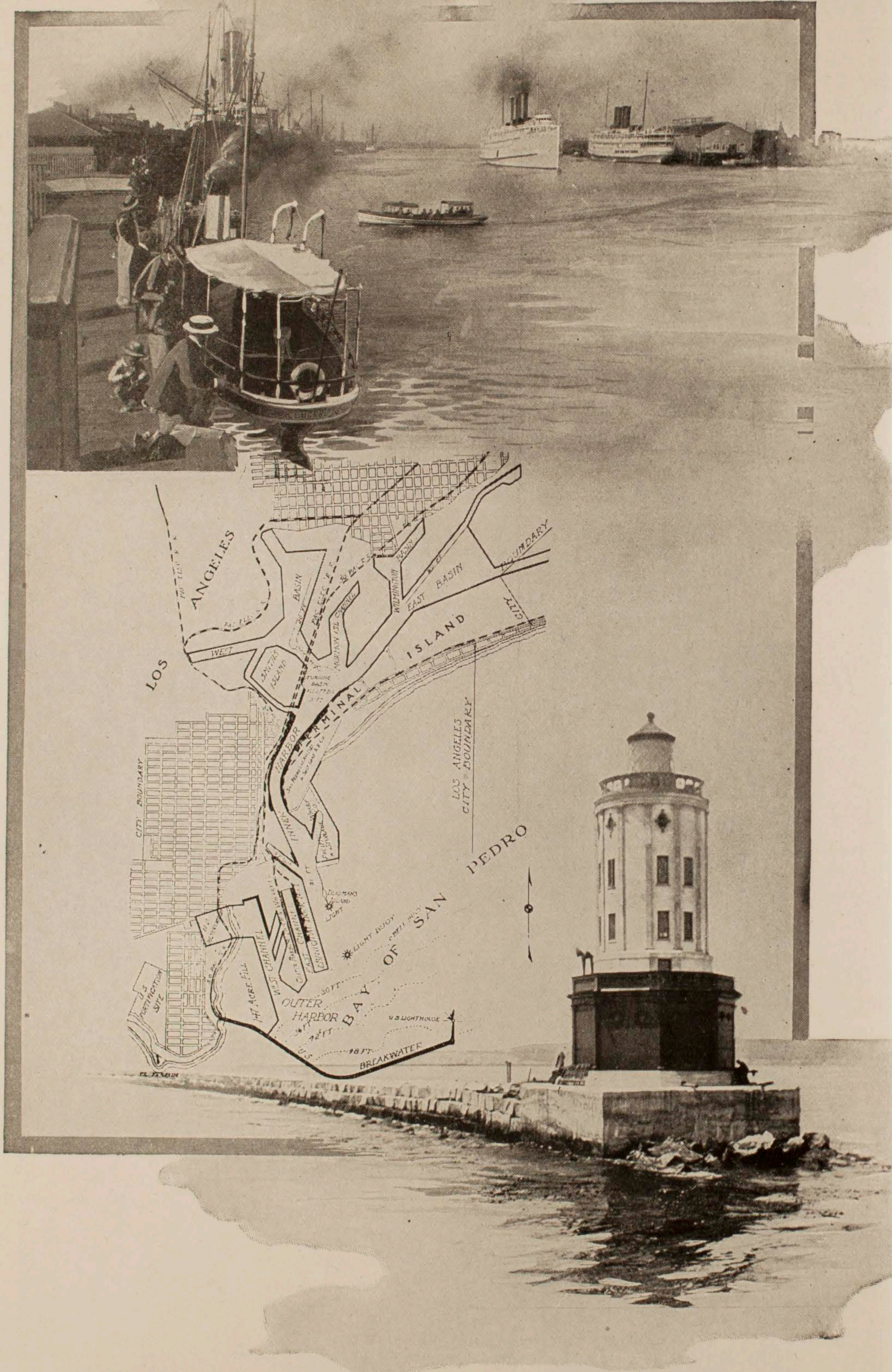
AQUARIA—An interesting aquarium is maintained near Eastlake Park. There is also one at Venice and one at Avalon. All contain rare specimens of marine life and are educational as well as curious.

AQUEDUCT—The Owens River Aqueduct is one of the greatest engineering feats of modern times and one of the

largest enterprises ever undertaken by an American city. It is built to supply Los Angeles with water from the Owens River which itself is fed from the everlasting snows of Mount Whitney, the highest mountain in the United States outside of Alaska. The aqueduct is nearly 250 miles long, the second longest in the world, and has more than forty miles of tunnels. It is wholly built of steel and concrete. One tunnel, the Great Elizabeth, is five miles long, bored through solid rock. Before the water was turned in, electric trains passed back and forth through it, carrying supplies. The aqueduct is designed to deliver daily into the San Fernando reservoir a minimum of 258,000,000 gallons, but 500,000,000 gallons can pass through it in twenty-four hours. Not only will enough water be available for Los Angeles with a population of two millions, but there will be enough surplus to irrigate all the tillable land in the adjoining country. A large amount of electric power will also be generated, which will be available for



TROUT FISHING IN STREAMS OF MOUNTAIN CANYONS NEAR LOS ANGELES
A tonic for the tired brain



And Behold! A new Light, beaming a Welcome far out to sea, and over the City of Destiny fulfilled—the Great Metropolis of the Great West—Los Angeles the Incomparable

lighting and manufacturing purposes. The system is wholly by gravity. The total cost of the work will be about \$25,000,000. It was necessary to spend about \$4,000,000 in preliminary work before the actual work on the aqueduct could begin. More than 200 miles of mountain roads and trails were built, some cut out of solid rock; 150 miles of pipe line to carry water to employees; a telephone system 250 miles long was constructed; 140 miles of broad-gauge railroad was built across the Mojave Desert; three hydro-electric power plants were built to furnish power and light for camps and tunnels, and a cement mill which could furnish 1,250 barrels of cement daily. About 1,250,000 barrels of cement were used in lining the aqueduct. Four thousand men were employed. The work was carried on simultaneously at forty-five different points.

AREA OF LOS ANGELES, 121.25 square miles—This gives plenty of room for the population to expand without crowding and is one reason for the exceptional beauty of the residence sections.

ARMORY—The State Armory is a handsome building in Exposition Park which is on Vermont and Santa Barbara avenues.

ARROYO SECO (Dry Creek)—The channel and upper valley of a "dry river" extending from the Forest Reserve five or six miles north of Pasadena, through Pasadena and South Pasadena, to a junction with the Los Angeles River near Elysian Park. The present channel, varying from fifty to several hundred feet in width, has cut itself from the wider valley which was once the bed of the stream. The channel is dry most of the year, but occasionally water comes to the surface and sometimes it is flooded. The Arroyo is picturesque throughout its length and a short distance north of Pasadena becomes a narrow rocky gorge of rugged grandeur called the Devil's Gate. It is proposed to convert the borders of the Arroyo Seco into a parkway, connecting the Forest Reserve with Elysian Park, including Sycamore Grove on its way. This parkway will be about ten and one-half miles in length and will form a part of a proposed boulevard from the mountains to the sea, connecting through Elysian Park with the proposed Silver Lake parkway, both north to Griffith Park and southwest to Santa Monica Boulevard.

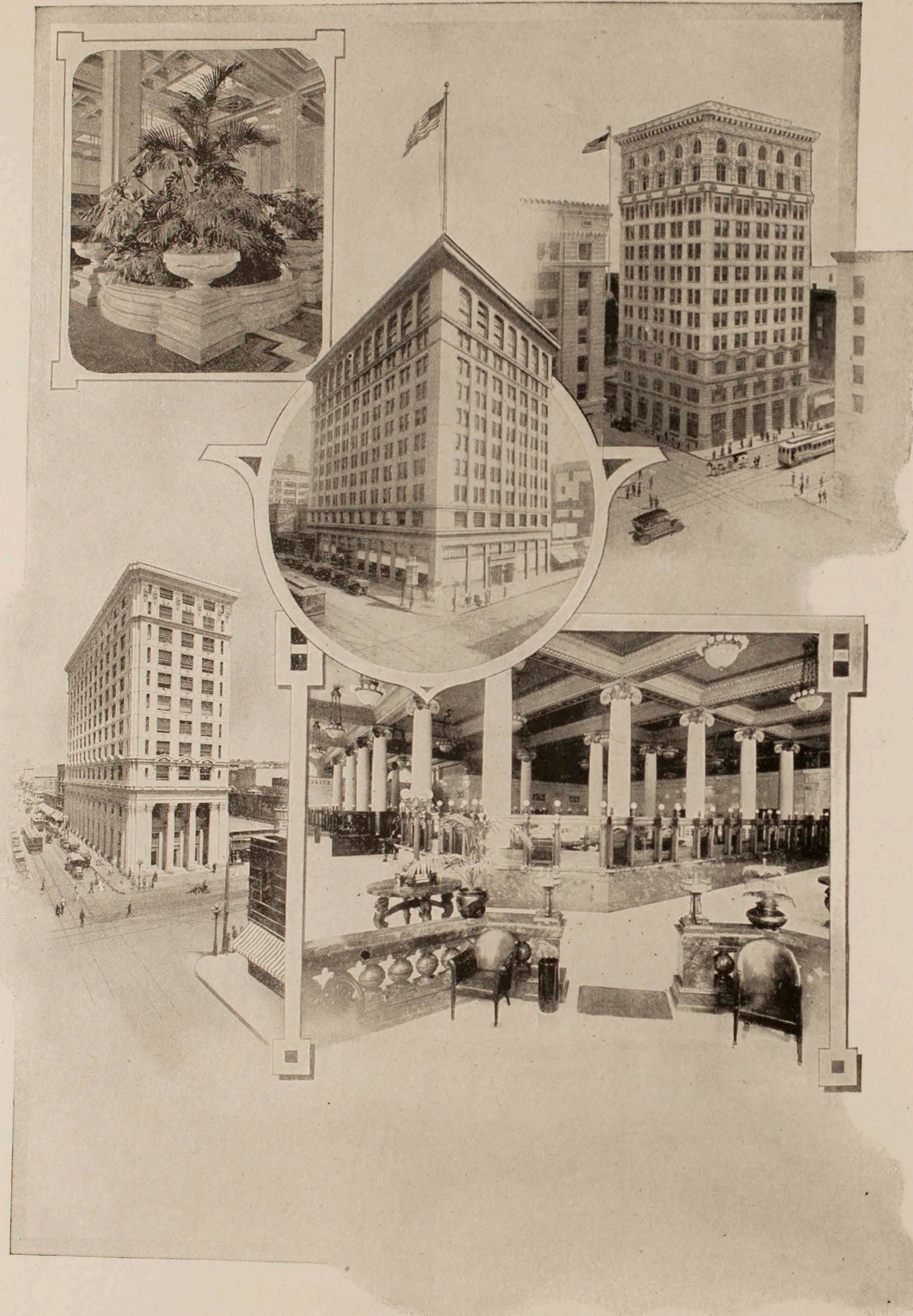
ART COMMISSION—Los Angeles was the second city in the United States to create a Municipal Art Commission, New York being the first. There are now fifteen. In the beginning it was merely an advisory board created by the city council, but by a later charter it was empowered to reject plans of public buildings, monuments or statuary not conforming to the standards of the commission. The mayor, city engineer, and inspector of buildings are ex-officio members. There are six others, chosen irrespective of sex.

ASSOCIATED CHARITIES—The office of the Associated Charities of Los Angeles is at 232 North Main Street, opposite the Post Office Building. The Industrial Department and Free Labor Bureau are at 912 Date Street. The council of the Associated Charities consists of persons appointed or elected by the Los Angeles Chamber of Commerce, by the Merchants' and Manufacturers' Association, by the Charity Conference Committee, from the annual members of the Associated Charities, together with ex-officio members, the mayor, chief of police, city and county physicians, chairman of the board of supervisors and president of the city council.

AUDITORIUMS—Los Angeles has two large auditoriums and is thus able to take care of conventions of the largest size. The Shrine Auditorium holds ten thousand. On Fifth Street, between Hill and Olive streets, is the Temple Auditorium Building. The Auditorium, with its four galleries, seats four thousand people. It is occupied on Sunday by the Temple Baptist Church. During the week the room is available for lectures, theaters and other large gatherings. There are besides in the building two large concert rooms, a banquet-room seating one thousand, and many offices. The Auditorium contains one of the largest and finest organs in the West, with chimes attachment.

AUTOMOBILES—Los Angeles very nearly heads the list of American cities in number of automobiles in proportion to population. And this is no wonder when one considers the boulevards, smooth as a floor, which traverse the city and lead out from it in every direction, together with the entrancing and varied scenes which make of each route a panorama of beautiful pictures.

The legal rate for public automobiles or taxicabs, subject to change by later ordi-



BANK CLEARINGS
Our growth

1910	\$811,377,487	1912	1,168,941,700
1911	943,963,357	1913	1,211,167,980

nances, is as follows: For seven persons, including chauffeur, \$5 per hour for each hour where period does not exceed five consecutive hours, and \$4 per hour after first five hours.

For automobile for five persons, including chauffeur, \$4 per hour for each hour where the time does not exceed five hours, and \$3.50 per hour after first five hours.

For automobile built for two, including chauffeur, \$3 per hour for five hours and \$2 for each additional hour.

AVIATION FIELDS—Dominguez Aviation Field is near Wilmington. Here there is a large grandstand from which thousands have viewed the world's greatest aviators in record flights. Griffith Park Aviation Field lies on the north side of Griffith Park.

BANKS—There are in Los Angeles thirty-two banks with a capitalization and surplus of over \$27,000,000. The bank clearances for 1913 were \$1,211,167,980.18. Deposits were \$170,468,979.18. They are in a solid and prosperous condition, most of them in handsome buildings and a large number are elegant and luxurious in rooms and appointments. Among the most striking are the Hellman banks, the Security Trust and Savings Bank, The German American, the First National, and the Los Angeles Trust and Savings. A feature of one of the Hellman banks (the Home Institution, at Sixth and Main streets) which is of great benefit to tourists is its

night service, enabling them to draw or deposit money at unusual hours. The interiors of the Security Trust and Savings and of the First National banks are unusually beautiful. The latter has a charming ladies' room and lady tellers for the accommodation of its women patrons. Several of the banks maintain Information Bureaus (which see). The Los Angeles Trust and Savings Bank at Sixth and Spring streets has an excellent map, copies of which may be had free on request.

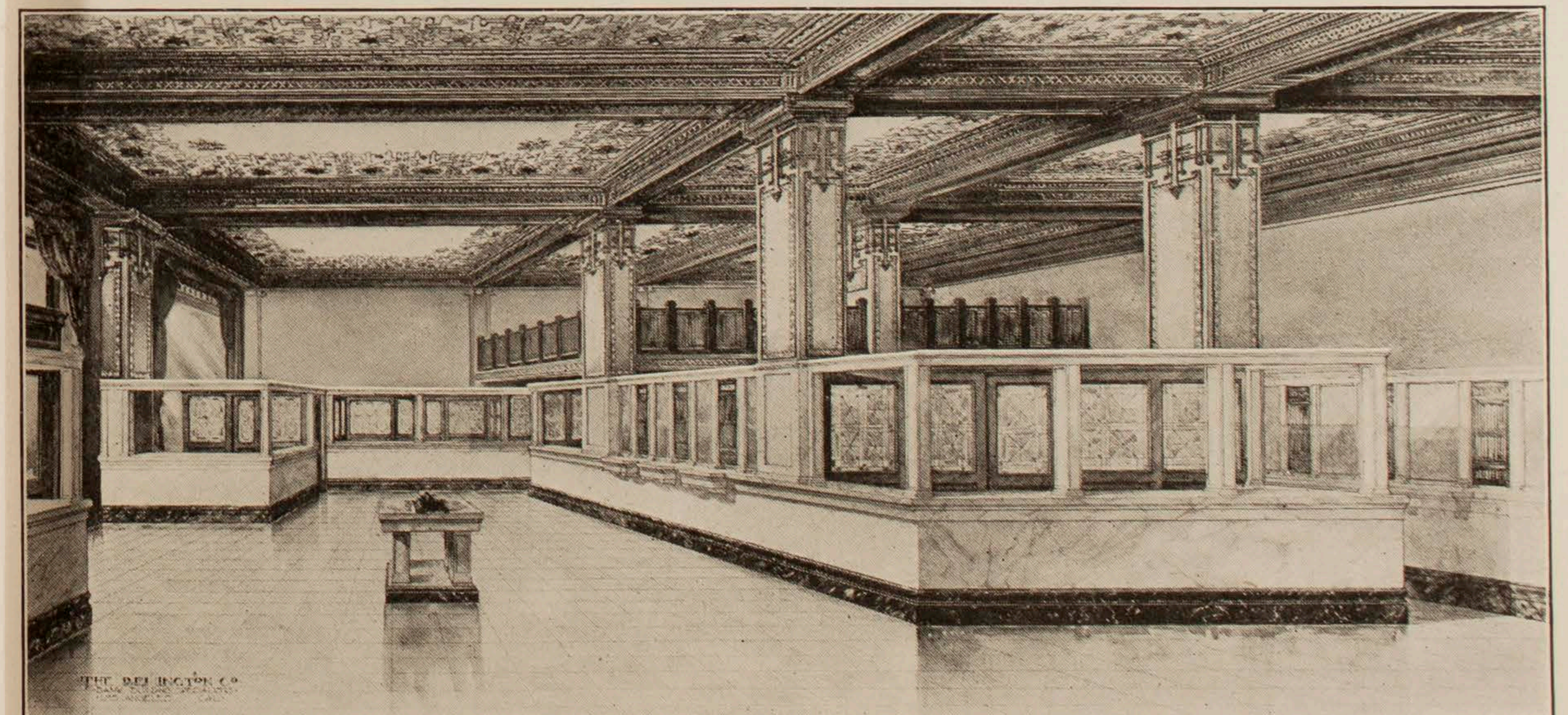
The strength of the Los Angeles banks is shown by their success in weathering the financial storms of the past twenty years and by the rapid increase of their bank clearings.

The following is the authorized statement of Los Angeles Banks, January 1st, 1914, as furnished by Mr. J. E. Fishburn, president National Bank of California, Los Angeles:

Bank of Italy (Branch)—Deposits, \$2,567,004.50; capital, \$1,250,000.00; surplus and undivided profits, branch of San Francisco. Total resources, branch of San Francisco.

Bank of San Pedro—Deposits, \$299,127.31; capital, \$50,000.00; surplus and undivided profits, \$17,369.64. Total resources, \$371,325.11.

California Savings Bank—Deposits, \$2,533,039.39; capital, \$300,000.00; surplus and undivided profits, \$70,842.58. Total resources, \$2,903,881.97.



NEW INTERIOR HELLMAN BANK, SIXTH AND MAIN STREETS

BUILDING PERMITS

\$-M-i-l-l-i-o-n-s-\$

Los Angeles whispered "One Million" in the early '90s. Later she talked "Millions" and kept it up for ten years. Now, she shouts in tens of millions and drowns all voices except New York, Chicago, Philadelphia and Boston.



Year.....	1900	1905	Our growth			
No. permits	1,922	9,543	1910	1911	1912	1913
Valuation..	\$2,517,966	\$15,482,067	\$21,684,100	\$23,004,185	\$31,366,357	\$31,641,921

Citizens National Bank—Deposits, \$10,036,688.97; capital, \$1,500,000.00; surplus and undivided profits, \$689,384.56. Total resources, \$13,852,988.60.

Citizens Savings Bank (Hollywood)—Deposits, \$266,655.53; capital, \$25,000.00; surplus and undivided profits, \$12,502.11. Total resources, \$304,156.64.

Citizens Savings Bank (San Pedro)—Deposits, \$303,342.52; capital, \$25,000.00; surplus and undivided profits, \$12,631.35. Total resources, \$343,632.94.

Citizens Trust and Savings Bank—Deposits, \$3,004,785.60; capital, \$500,000.00; surplus and undivided profits, \$115,910.50. Total resources, \$3,734,203.21.

Commercial National Bank—Deposits, \$2,806,221.83; capital, \$300,000.00; surplus and undivided profits, \$178,001.78. Total resources, \$3,700,827.99.

Farmers and Merchants National Bank—Deposits, \$14,514,674.81; capital, \$1,500,000.00; surplus and undivided profits, \$2,069,258.25. Total resources, \$19,687,225.32.

Federal Bank—Deposits, \$542,121.10; capital, \$50,000.00; surplus and undivided profits, \$17,124.78. Total resources, \$622,594.69.

First National Bank of Los Angeles—Deposits, \$17,955,900.47; capital, \$1,500,000.00; surplus and undivided profits, \$2,427,600.42. Total resources, \$24,441,837.96.

First National Bank (Hollywood)—Deposits, \$363,434.47; capital, \$25,000.00; surplus and undivided profits, \$19,697.08. Total resources, \$458,057.90.

First National Bank (San Pedro)—Deposits, \$253,250.55; capital, \$50,000.00; surplus and undivided profits, \$21,887.42. Total resources, \$383,067.67.

First National Bank (Wilmington)—Deposits, \$147,124.17; capital, \$25,000.00; surplus and undivided profits, \$6,500.00. Total resources, \$206,463.51.

German American Trust and Savings Bank—Deposits, \$19,146,689.50; capital, \$1,000,000.00; surplus and undivided profits, \$1,173,220.74. Total resources, \$21,319,910.24.



INTERIOR SECURITY TRUST AND SAVINGS BANK

Harbor City Savings Bank—Deposits, \$191,056.72; capital, \$25,000.00; surplus and undivided profits, \$11,909.88. Total resources, \$228,966.60.

Hellman Commercial Trust and Savings Bank—Deposits, \$5,354,923.61; capital, \$750,000.00; surplus and undivided profits, \$396,724.62. Total resources, \$6,504,505.30.

Highland Park Bank—Deposits, \$248,132.86; capital, \$25,000.00; surplus and undivided profits, \$11,232.24. Total resources, \$293,771.64.

Hollywood National Bank—Deposits, \$662,836.60; capital, \$25,000.00; surplus and undivided profits, \$17,761.46. Total resources, \$730,398.06.

Hollywood Savings Bank—Deposits, \$186,139.10; capital, \$25,000.00; surplus and undivided profits, \$7,560.96. Total resources, \$236,192.00.

Home Savings Bank—Deposits, \$7,043,703.31; capital, \$1,000,000.00; surplus and undivided profits, \$114,500.00. Total resources, \$8,235,000.00.

International Savings and Exchange Bank—Deposits, \$2,605,716.69; capital, \$300,000.00; surplus and undivided profits, \$51,156.18. Total resources, \$2,960,872.77.

Los Angeles Hibernian Savings Bank—Deposits, \$2,023,126.66; capital, \$250,000.00; surplus and undivided profits, \$20,194.23. Total resources, \$2,293,341.89.

Los Angeles Trust and Savings Bank—Deposits, \$17,038,825.62; capital, \$1,500,000.00; surplus and undivided profits, \$1,377,382.03. Total resources, \$19,916,207.65.

Merchants National Bank—Deposits, \$8,046,891.78; capital, \$1,000,000.00; surplus and undivided profits, \$632,192.89. Total resources, \$10,192,025.63.

National Bank of California—Deposits, \$4,746,267.12; capital, \$500,000.00; surplus and undivided profits, \$215,786.96. Total resources, \$6,024,703.48.

Security National Bank—Deposits, \$3,036,147.81; capital, \$300,000.00; surplus and undivided profits, \$231,247.62. Total resources, \$3,686,732.85.

Security Trust and Savings Bank—Deposits, \$41,468,340.81; capital, \$1,794,600.00; surplus and undivided profits, \$1,779,367.38. Total resources, \$45,042,308.19.

State Bank of San Pedro—Deposits, \$419,774.27; capital, \$80,400.00; surplus and undivided profits, \$8,823.73. Total resources, \$508,998.00.

Traders Bank—Deposits, \$1,190,678.44; capital, \$250,000.00; surplus and undivided profits, \$15,396.02. Total resources, \$1,463,724.46.

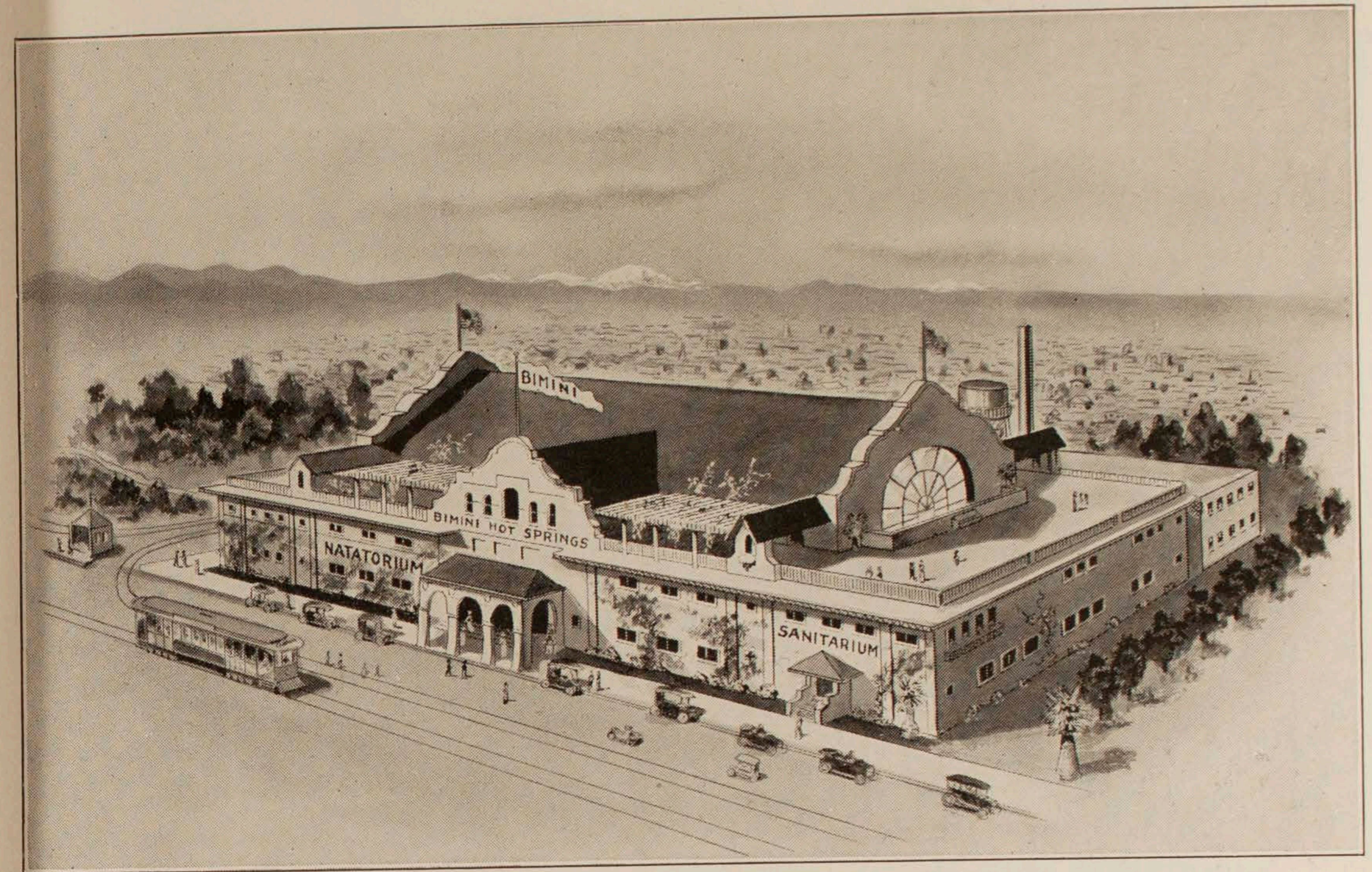
United States National Bank—Deposits, \$1,058,343.97; capital, \$200,000.00; surplus and undivided profits, \$97,196.08. Total resources, \$1,622,467.10.

Yokohama Specie Bank, Ltd., (Branch)—Deposits, \$408,013.09; capital, branch of San Francisco; surplus and undivided profits, branch of San Francisco. Total resources, \$408,595.50.

BEACHES—Although, strictly speaking none of the beaches belongs to Los Angeles (San Pedro being a harbor rather than a beach), yet they are so closely connected with Los Angeles that they form an integral part of the city's life. There are a score or more to be reached by an electric car-ride of an hour or two, each with attractions peculiar to itself, each sending commuters to the city, each drawing people from it for rest or pleasure. The seeker for quiet and repose can find what he needs; the one looking for gaiety can also be suited. Most of these beaches, with their main characteristics, are described under Special Pleasure Trips.

BIBLE INSTITUTE—It will pay any one interested in the study of the Bible the spread of the Gospel and the uplifting of his fellow-men, to look into the methods and results of this organization. The object of this school is the training of Christian men and women for the World Field; but, as adjuncts to its class-work the Institute maintains extension class work; evening classes; a correspondence school; Bible women's work, employing eleven experienced and consecrated women in the outlying districts of the city; the Jewish work of giving the Gospel to the people of Israel, having access to hundreds of homes; the Spanish Mission, working among the thousands of Mexicans in the city and vicinity and open day and night; Shop Meetings in railway shops and other industrial plants; the Oil-Field Mission, consisting of two men with wagon and outfit traversing this needy field and giving to hundreds of men the only Gospel privileges they can have; a mission for men in the heart of the down-town district; a sailors' mission and a printing establishment and a book-room.

The handsome new reinforced concrete building of the Institute on Hope Street, between Fifth and Sixth streets, cost three-quarters of a million and is an important addition to the architectural features of the city.



NATATORIUM AND SANITARIUM, BIMINI HOT SPRINGS

The scene of water sports every Friday evening. Here are the finest swimming tanks in Southern California

BIMINI HOT SPRINGS—This famous health and pleasure resort is located on Vermont Avenue, between First and Third streets, Los Angeles. The water of these springs, whose curative powers have become famous, was discovered when boring for oil in the year 1900, and there is an inexhaustible supply. It was found beneath a hard crust of soda three feet in thickness at a depth of 1,750 feet. The natural flow is one hundred gallons per minute at 104 degrees Fahrenheit.

An expert in mineral waters, after scientific tests, purchased this spring and adjoining acreage. It is a thermal alkaline-saline water which carries, in the order named, sodium, carbonate, sodium chloride, potassium chloride, silica, calcium carbonate, magnesium carbonate, iron and aluminum. It is also impregnated with petroleum gas and other highly medicinal properties which are derived from crude petroleum. It is claimed to be far superior to the common sulphur waters in the treatment of all uric acid conditions, intestinal indigestion, catarrhal conditions of the alimentary and urinary tracts, obesity, and kidney and liver affections.

In the short space of ten years this health resort has become one of the prominent attractions in bringing thousands of

health-seekers to Los Angeles. During the year 1913 over 250,000 baths were given. The buildings at present consist of the natatorium, containing three large swimming-pools, five hundred dressing-rooms, fifty private tub-baths and seventy rooms equipped for the treatment department.

Adjoining the bath-house proper is the Bimini Hotel, where out-of-town patients may enjoy all the comforts of a modern home. In such a superb location, with five lines of the Los Angeles railway centering there and only twenty minutes from the business center of the city, Bimini Hot Springs gives promise of becoming the Carlsbad of America.

BOULEVARDS AND AUTOMOBILE ROADS—Smooth, dustless boulevards traversing the city and extending from it in every direction, make of motoring a never-tiring pleasure. In the city itself Wilshire Boulevard, lined with beautiful homes (and crossed by streets almost equally beautiful), the Westlake and West Adams districts offer drives of unsurpassed urban attractions. A tour of Westlake, Sunset, Echo, Elysian, Eastlake and Hollenbeck parks gives a variety of beautiful park scenery, including splendid trees, tropical shrubbery, wondrous flowers and shining lakes. To Santa Monica, Venice and



CITY AND COUNTY ROADS

Four hundred miles of perfect roads lure the motorist to a ceaseless charm which lurks throughout the orange, the olive, and the eucalyptus groves, over awe-inspiring mountain ranges, into deep canyons, and along the seashore of Los Angeles County.

Ocean Park one may go and return by different routes, the longer, scenic route passing through the Third Street tunnel to Sunset Boulevard, thence through Hollywood on Hollywood Boulevard, through Sherman, Beverly Hills and the Soldiers' Home near Sawtelle, to Santa Monica and, on Ocean Boulevard, parallel to the ocean, to Ocean Park and Venice. One may also take the shorter route, west on Washington Street to Venice.

The drive to Long Beach is by way of Slauson Avenue and Long Beach Boulevard, something over twenty miles. From Long Beach, Ocean Front Boulevard extends five miles along the bluffs over the surf. The Beach Drive extends for ten miles along the strand close to the shore.

Another road leads to Redondo Beach via Inglewood, thence to San Pedro or Long Beach via Wilmington.

North Broadway, Pasadena Avenue and Huntington Drive lead into Pasadena, the city of roses, orange groves and beautiful homes. Altadena, just beyond, shows homes scarcely less charming, with a wider outlook and beautiful mountain pictures.

Turning to the right at Alhambra, on the way to Pasadena, one passes San Gabriel, the old San Gabriel Mission, and the home of the Mission Play. A drive north from Hollywood, through the Cahuenga Pass, leads into the beautiful San Fernando Valley and along a wonderful boulevard 170 feet wide, and fifteen miles long, level as a floor, bordered by flowers and shrubbery and lighted all the way by graceful electroliers. Lankershim, Van Nuys, Owensmouth, the great dam of the new aqueduct, and the old San Fernando Mission may be reached by way of this boulevard.

The road winding through the hills and valleys of La Canada affords a series of beautiful pictures, both near at hand and those embracing a distant outlook. Orchards and groves alternating with wilder natural scenery stretch out to the mountains which encompass them. Beautiful homes are being built among the hills. La Canada is reached by the County Good Roads Boulevard.

The Griffith Park Drive, going north on Vermont Avenue to Los Feliz and by Los Feliz to the river entrance to the park, offers, in connection with the park itself, much beautiful scenery. The drive of ten miles in the park is bordered with ferns and wild flowers and shrubbery, with beautiful live-oaks on every side, through

which now and then charming glimpses may be had of the San Fernando Valley and the distant mountains. Vines drape the trees which arch over the road, and in places the sun is almost excluded.

Another beautiful scenic trip is to Look-out Mountain, fifteen miles from Los Angeles. The way is north through the Third Street tunnel to Sunset Boulevard, through Hollywood to Laurel Canyon, up the canyon for half-a-mile and then a winding, zigzag road to the top of the mountain. From here spreads out a wondrous view, embracing Los Angeles and the Pacific Ocean.

A drive of 160 miles includes Riverside, Redlands, San Bernardino, Arrowhead Hot Springs and back along the Fort Hill Boulevard, passing through Cucamonga, Claremont, Glendora, Azusa, Duarte, Arcadia and by way of Huntington Drive into Los Angeles.

The automobile trip to San Diego and Coronado may be made by either of two routes, the Valley or the Coast road. The latter is somewhat shorter. The road leads first to Santa Ana and thence through Tustin and Irvine to San Juan Capistrano. Here is one of the most beautiful of California's old missions, both originally and in its half-ruined state. From here the road leads to San Luis Rey, another fine example of mission architecture, thence to Oceanside and along the shore to Del Mar and San Diego, twenty-eight miles beyond. Coronado is close by and reached by ferry. From either Coronado or San Diego many delightful motor trips can be taken. (See San Diego.)

A trip to Santa Barbara, 112 miles north, is another possibility, going by way of Sunset Boulevard, through Hollywood and the Cahuenga Pass into the San Fernando Valley. After leaving the level valley there are two stiff grades before reaching Santa Barbara, but both are entirely practicable, and signs of the Southern California Automobile Club point the way along the route. Around Santa Barbara there are innumerable beautiful drives, the Mountain Drive being an especially notable one.

Work is begun on a new county road from the mouth of Topanga Canyon, on the Santa Monica and Malibu Coast road, through the canyon to the summit. With the completion of this road, the proposed extension, and improvement of the coast road, a belt line boulevard matchless for beauty and variety of scenery will be opened to the automobilists of Southern

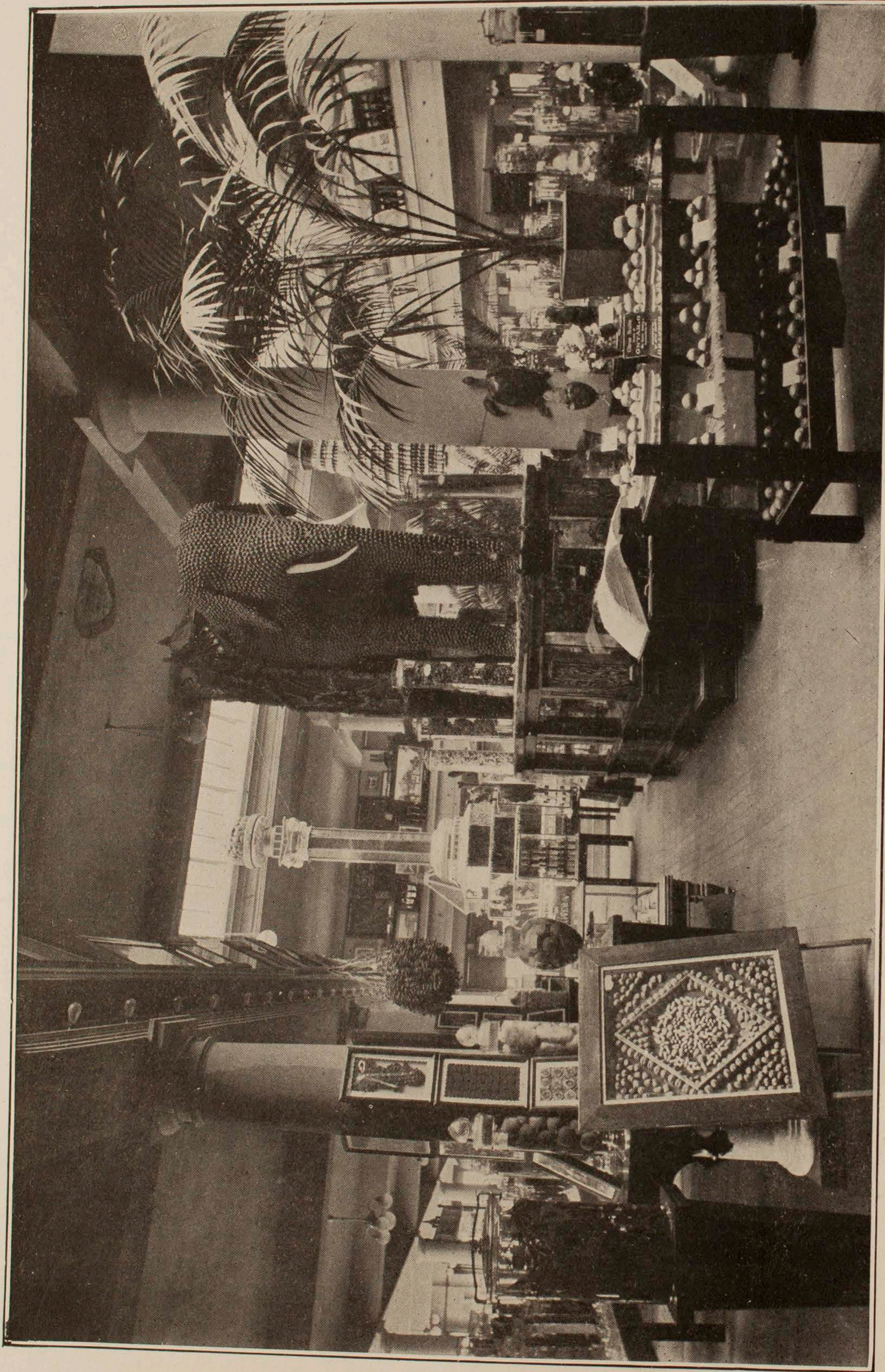


EXHIBIT HALL, CHAMBER OF COMMERCE—Open daily except Sunday from 9 A. M. to 5 P. M.

California. Starting from the city the route will be through suburban Los Angeles to Santa Monica, seventeen miles, then seven miles of beach drive close to the shore, the glorious Pacific on one side and the rugged Santa Monica mountains on the other. From the mouth of Topanga Canyon to Owensmouth is fifteen or twenty miles, according to the route finally decided upon. The scenery is ruggedly grand most of the way. At the summit a splendid vista is spread out in all directions. Beyond there are wooded stretches where the road follows a brook and winds among giant trees. From Owensmouth to Hollywood, through Van Nuys is about twenty miles, and from Hollywood to Los Angeles, eight. The whole round trip will be about sixty-eight miles.

BOYLE HEIGHTS—That part of the city on a mesa, or table-land, on the east side of the Los Angeles River and lying south of East Los Angeles. Hollenbeck Park is on Boyle Heights.

CAFES—See Restaurants.

CAHUENGA PASS AND VALLEY—Running northwest from Los Angeles, sheltered from the north wind by the Santa Monica mountains, is the beautiful Cahuenga Valley, practically a frostless belt, of which Hollywood, "the enchanted city" is the crowning feature. Cahuenga Pass leads from the valley through the Santa Monica range into the San Fernando Valley. This is historic ground. Through this pass Father Serra and the good padres who followed him must have worn a pathway, so many times they trod the way between the missions, for the Franciscans always walked. After the explorers and the founders came settlers from Mexico, taking the way of the pass into the San Fernando Valley. Later the hills above the pass was the meeting ground between the contending Californians and Americans, and two white pillars now mark the spot where the peace compact was signed by the commandants, Fremont and Andres Pico. Many years after this the United States Government experimented in the use of camels as beasts of burden in what seemed a desert country, and curious, Oriental-looking caravans marching through the pass made the chance observer rub his eyes and wonder if he had been transported to the Ultimate East. A fine automobile boulevard now follows this section of the old Camino Real into the valley.

CENTRAL SQUARE—Next to the oldest park in the city, the square bounded by Fifth and Sixth streets, Hill and Olive. It is a delightful oasis in the busiest part of the city's life—a block of lawn and beautiful trees, with a cool fountain splashing in the center. Benches line the walks and they are usually well filled. There is an impressive Soldier's Monument and a Spanish cannon on the northeastern corner. On its eastern border are convenience stations. Three of the principal churches of the city, St. Paul's Pro-Cathedral, the First Methodist and Temple Baptist, face the square, also the California Club Building.

CHAMBER OF COMMERCE—The Los Angeles Chamber of Commerce was founded in 1888. Its objects are "to foster and encourage commerce; to stimulate home manufactures; to assist in securing a market for our products; to induce immigration, and the sub-division, settlement and cultivation of our lands; to assist in the development of the material resources of the region; and generally to promote the business interests of Southern California." It does all this by means of a permanent exhibit of the agricultural and mineral products of the State, by exhibits in other cities and at Expositions, by daily lectures illustrated by beautiful colored lantern slides and by the dissemination of printed matter relating to the products, resources and possibilities of Southern California. The Chamber of Commerce Building is a seven-story edifice at 122-134 S. Broadway. The second and third floors, attic and basement are occupied by the Chamber for its various activities. Shops and offices occupy the rest of the building and furnish an income which is paying the principal and interest of the bonds issued for its erection.

The exhibit maintained by the Chamber is a very fine one, ranging chronologically from pre-historic Indian relics down to the latest productions of agricultural and horticultural skill. There is a collection of the minerals found in the State; there is an exhibit of crude oils and distillates representing the petroleum wealth of the State; there are interesting and instructive relief maps of the surrounding country, and literature relating to the cities and counties of the State which is freely distributed by people who are ready to answer any questions pertaining to the

exhibits or to the State's resources; and there are tempting displays of fruits and vegetables in bewildering variety, both in their natural form and preserved in tall glass jars. The variety of fruit is astonishing, and all are to be found in the markets of Los Angeles.

On the third floor is the lecture room, where, from 9:30 a. m. to late afternoon (with a noon intermission) one may listen to half-hour talks on different sections of the State, given by experts and illustrated by lantern slides which portray the wonders and beauty of California scenery, systems of irrigation, crops in great variety, fields of flowers, and citrus groves of Southern California. Each locality described has its desirable features and peculiar attractions and he is a peculiar person who cannot find in some corner of California a spot which suits him.

Perhaps the most interesting section of the Chamber of Commerce, both to the traveler and to the dweller in Los Angeles, is the room devoted to the Coronel collection. This being practically a museum, is described under the heading MUSEUMS. The collection was given by Mrs. Coronel to the Chamber of Commerce with the proviso that it should remain intact, and not be merged into other collections.

CHAMBER OF MINES AND OILS—Room 300, Germain Building, 224 South Spring Street. A small mining and scientific library is here, open to the public for reference. There is also an exhibit.

CHINATOWN—North of the old plaza, at North Los Angeles and Marchessault streets, is Chinatown, a fantastic bit of the Orient which furnishes the tourist with many interesting sights, both during the day and evening. For the stranger a guide is desirable, particularly in the evening. Unless one is going merely for shopping, a guide will add much to the pleasure of the visit, since he will have access to places not open to everyone, and will explain curious customs of the Chinese. The Chinese shops are filled with attractive and beautiful articles and the quaint dresses of the women and children are a never-ending source of interest. For any festal occasion the costumes of men and women are beautiful in quality and color and the effect is highly decorative.

CHURCHES—Los Angeles, if unable to wrest from Brooklyn its title of the City of Churches, may truthfully be called the city of church-goers. Surrounded, as the city is, by every out-door attraction calling the people every month of the year, it is remarkable that almost universally throughout the city the congregation should be so large, in several churches both services, crowding the audience room to the utmost limit of standing room. Facing Central Square in the business district of the city are three churches, Baptist, a Methodist and an Episcopalian, with auditoriums seating respectively three thousand, about twenty-five hundred and eighteen hundred. Go into any one of them at a Sunday service, morning or evening, and you will see few or no vacancies; if you are a little late the chances are that you will get no seat at all. What has been said of the congregations of the churches on Central Square applies almost equally well to the churches throughout the city.

Los Angeles possesses the further distinction, unusual in a non-prohibition town, of having more churches than saloons.

The following are some of the leading churches, with their addresses:

St. Vibiana, the Cathedral of the Roman Catholic diocese, Main Street, near Second.

Our Lady of the Angels (R. C.), the old Mission church, North Main Street at the Plaza. Spanish sermon at 9 o'clock mass dedicated in 1822. The early buildings

The Synagogue of the Congregation B'nai B'rith is on the corner of Ninth and Hope streets.

Temple Baptist Church hold services in the Temple Auditorium at Fifth and Olive streets.

First Methodist, Sixth and Hill streets. **Trinity Methodist** (South), 847 S. Grand Avenue, a big institutional church.

St. John's Church (Episcopal), West Adams and Figueroa streets.

St. Paul's Pro-Cathedral (Episcopal) 523 South Olive Street.

Christ Church (Episcopal), southwest corner of Flower and Twelfth streets.

Immanuel Presbyterian, Tenth and Figueroa streets.

First Congregational, 837 South Hope Street.

Bethlehem Congregational, an institutional church which works among foreigners of all nations.

Magnolia Avenue Christian Church, Twenty-fifth Street and Magnolia Avenue. **First Unitarian**, 925 South Flower Street.

Seventh Day Adventists, 123 South Ditman Street.

The Second Church of Christ, Scientist, has a strikingly handsome building on West Adams Street, near Hoover.

The Lutherans, Methodists and Baptists and Presbyterians have churches for several different nationalities, Swedish, German, Norwegian and Danish, and there are numerous missions for Chinese and other foreigners throughout the city.

CHURCH OF OUR LADY OF THE ANGELS—Plaza, or old Mission Church.

This church is not one of the original chain of missions founded in a wilderness to convert and civilize the Indians of the surrounding country, but one built for the accommodation of the settlers in the little Pueblo de la Reina de Los Angeles which was founded in 1781. At first the settlers worshipped at San Gabriel, though the padres made the little town a resting place in their journeys between San Gabriel and San Fernando. Later the Pueblo was given its own place of worship. This was a temporary chapel on the bank of the river, near Aliso Street. It was supplied by the padres from San Gabriel. As a great flood overflowed the site the chapel

was moved to higher ground near Buena Vista Street. In 1811 the church was begun on the present site and finished and dedicated in 1822. The early buildings

have since been very much remodeled and portions wholly rebuilt, but enough of the early structure remains to render the place

worthy of attention, and in one of the original rooms is a most interesting collection of early mission relics, including

an old bench carved by the Mission Indians; an altar antependium used at the first Pontifical mass celebrated in this

church; old church paintings, some brought from Spain and Mexico; and

many other things which revive to our imaginations the early days of the missions and show us how fertile the padres were in resource, how much they were able to accomplish with the few materials within their reach.

The mission is in charge of the Missionary Sons of the Immaculate Heart of Mary, an order founded in Spain in 1849. The church, which is on North Main Street opposite the old Plaza, serves as the

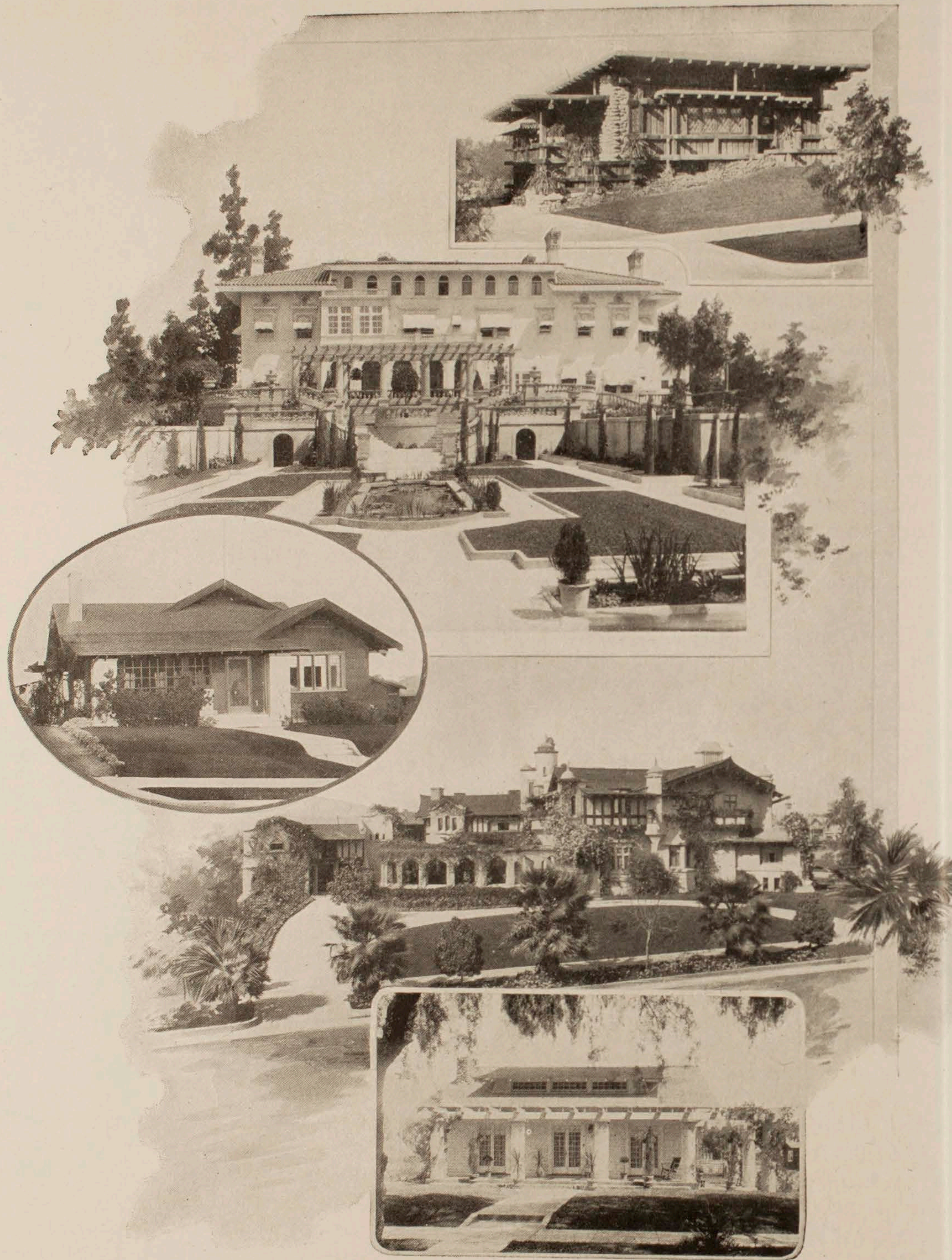
parish church for the Spanish and Mexicans of the neighborhood.

CHURCH OF THE ANGELS—This is a memorial church situated in the hills north of Garvanza, on the border of the old Spanish San Rafael Ranch. It is not to be confused with the church of Our Lady of the Angels described above. It was built in 1869 by an English lady as a memorial to her husband, Alexander Robert Campbell-Johnson. In 1896 it was set apart as the Bishop's Chapel. There are many objects of interest in the church, among which are the altar and choir stalls, made entirely of the wood of some very old olive trees, cut by permission of the Fathers from the old San Gabriel Mission. Services are conducted in this church on Sundays and holy days.

CHURCH FEDERATION—The Evangelical churches of the city, over two hundred in number, are banded together in a strong federation, helpful to the members of the organization and a powerful factor for good in the city. The Federation has pleasant rooms on the upper floor of the Wright and Callender Building (Fourth and Hill streets), a lounging and reading room supplied with all important religious periodicals, a luncheon room, and committee rooms for different bands of all Christian churches. The rooms are a down-town center for Christian work. The pastor of each church and one layman for every three hundred members form a council which meets once a month.

CITY HALL—The City Hall is an impressive red sandstone and brick building with a large square tower, on South Broadway, between Third and Fourth streets. It was built in 1888, but a later annex has added to its capacity. It is inadequate for the business of the rapidly growing city and some of the departments of the city's business are carried on in other buildings. The offices of the Board of Education are in the Security Building at Fifth and Spring streets. A new city hall is one of the features designed for the Civic Center.

CIVIC CENTER—In 1907 Mr. Charles Mulford Robinson, a celebrated civic architect of Rochester, New York, was invited to Los Angeles to look over the city and plan for its future beautification. His plan when completed included a public library and art gallery on Normal School Hill, with wide approaches up Fifth



LOS ANGELES
The city of homes

Street; a union railroad station on the site of the present Arcade Station and widening Fifth Street for an approach to it from Los Angeles Street and possibly to include the length of Fifth Street to Central Square, where it would join the widened approach to Normal School Hill; a boulevard connecting most of the parks, and a project for a civic, or administrative center, based on the buildings already erected, the just completed Federal Building at Temple Street and the junction of Spring and Main, and the County Court House and annex between Temple Street, New High and Broadway.

CLIMATE—It is a common saying that Southern California has but two kinds of weather, perfect and unusual. Perhaps we may prevent the smile which "unusual" brings to the face of the stranger by naming the two sorts, perfect and less perfect. Really bad weather cannot exist where there are no dull, gray, depressing days, almost no thunder storms, no cyclones, no snow and ice and slush and sleet, no sunstrokes, and where the hottest days are invariably relieved by cool nights. There is rain, sometimes, but it is always welcome, the rainy days are so few. According to the United States Weather Bureau, only eleven times in thirty-six years has the thermometer gone below thirty-two degrees. There are hot days in summer; but owing to the dryness of the atmosphere they are not as oppressive as many degrees less heat in Eastern cities, and nearly all summer the cool trade winds from the Pacific act as a great modifier of the heat. The first rain may come any time between the middle of September and the middle of November, lasting sometimes for several days, or parts of days. There will probably follow several weeks of uninterrupted sunshine, then perhaps another rain. These early rains wash the atmosphere clean and leave a peculiar crystalline clearness which makes mountains and distant objects seem wonderfully near. Rain in Los Angeles means snow on the mountains, which renders them unusually beautiful as they stand forth in the transparent atmosphere and brilliant sunshine after the rain has passed. And the first rains of autumn are the harbinger of spring. Immediately the hills grow green and flowers are springing up and blossoming in all the fields. There are on an average during the year 309 cloudless days, or days where the sun is only partly obscured. The mildness of the

climate permits the most delicate plants to flourish in the open air all winter. Hedges of callas, of geraniums, of tender roses; heliotrope and fuchsias climbing to second story windows; date palms and banana trees waving their mammoth leaves; orange and lemon trees loading the air with fragrance, these are all winter delights in and about Los Angeles. Another charm of the climate is the variety which may be had within a couple of hour's journey, the moist, cool air of the beaches, the dry warmth of the valleys, the tonic mountain air, and even snow and ice are within easy reach in winter.

CLUBS, SOCIETIES AND LODGES—

As in other cities in this day of organization, Los Angeles abounds in clubs, societies and lodges, social, intellectual and benevolent. There are clubs enough for men, but the number of women's organizations is remarkable. If any woman in Los Angeles does not belong to a club it is not because she cannot find one suited to her desires and needs. Below are enumerated some of the principal organizations:

The Army and Navy League meets the second Saturday of each month at 572 S. Broadway.

Athletic Club—The Los Angeles Athletic Club has a fine building splendidly equipped at the northeast corner of Seventh and Olive streets. The club apartments, which are among the finest in the West, include a large plunge and swimming tank.

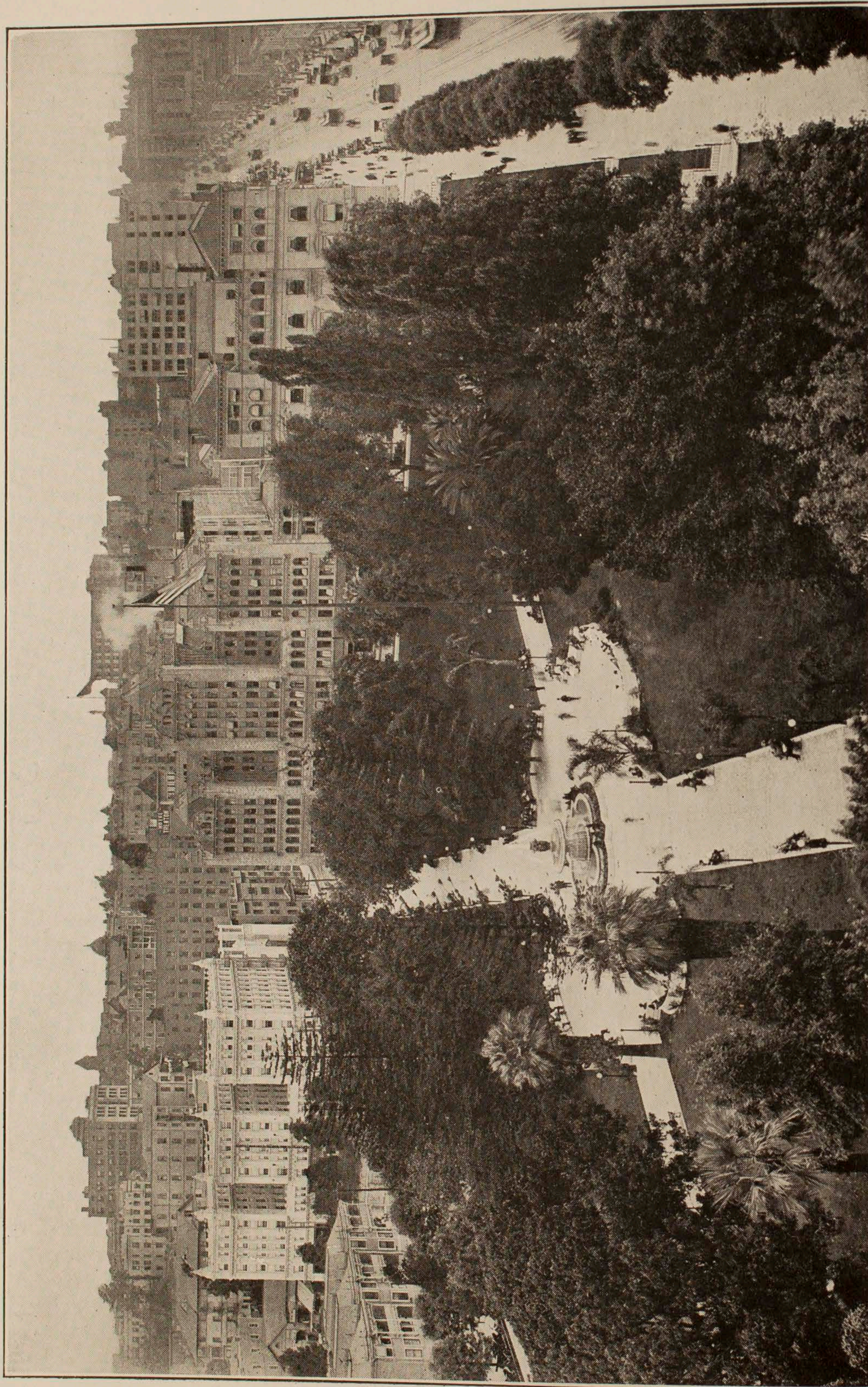
Automobile Club—The Automobile Club of Southern California has rooms at 758 South Olive Street.

California Club—An exclusive club which has a fine building at the northwest corner of Fifth and Hill streets.

Camera Club—The Los Angeles Camera Club meets at 321 S. Hill Street every Thursday at 8 p. m. Strangers are cordially invited.

City Club—An organization of men and women for social purposes and civic betterment, Room 717, 326 W. Third Street. Once a week the members have a six o'clock banquet at a down-town restaurant, the men coming in directly from their business. Speakers at these banquets elucidate the various subjects in which the members are interested.

Concordia Club—A Jewish Club, meeting Friday evenings at 542 S. Main Street.



CENTRAL PARK. LOOKING NORTH TOWARD FIFTH AND HILL STREETS. LOS ANGELES

Country Clubs—In a region which calls to the out-door life with the allurements and insistency of the environments of Los Angeles, naturally country clubs are popular. Where the sun shines more than three hundred days in the year they pay big returns in health and pleasure on the investment. There are half-a-dozen within easy reach of Los Angeles, and their golf links and tennis courts are in almost daily use, winter and summer. The largest of these is the Los Angeles Country Club at Beverly Hills, with a membership of over seven hundred. The Pasadena Country Club, San Gabriel Valley Country Club, the Altadena Country Club, and Annandale Golf Club are all easy of access by the interurban electric lines.

Elks, Masons and Odd Fellows have their own buildings, the Elks at 300 S. Olive Street, Masonic Temple at Pico and Figueroa streets, and the Odd Fellows' Building at 220½ South Main Street.

The Grand Army of the Republic meets in the Chamber of Commerce Building on the first Tuesday of each month.

Gamut Club—The home of the Gamut Club, a musical organization, is at 1044 South Hope Street.

Harvard Club of Southern California—Room 801 Wright and Callendar Building, Fourth and Hill streets.

Hebrew Club—The Los Angeles Hebrew Club meets every first and third Sunday at 542 S. Main Street.

Jonathan Club—One of the principal men's social clubs, their handsome rooms occupying the eighth and ninth floors of the Pacific Electric Building at Sixth and Main streets.

Landmarks Club—This club was incorporated in 1895 "to conserve the missions and other historic landmarks of Southern California." Many of the historic missions were fast crumbling into ruin. When once unroofed the disintegrating effect of rain on adobe structures is very rapid. These mission buildings of the early Franciscans in Texas, New Mexico and Southern California are by far the most impressive and most romantic landmarks of the United States, both architecturally and historically. To preserve them for posterity was a task worthy of effort, time and money. The Landmarks Club has accomplished wonders with the means at its disposal and to its efforts we owe the continued existence of many of the mission buildings.

Press Club—Broadway, near Second Street.

Princeton Club of Southern California—Room 232 Security Building, Fifth and Spring streets.

Sequoia League—An incorporated association of friends of the Indians, whose motto, "To make better Indians," has been practically interpreted, To make better conditions for Indians. It was brought to the attention of thoughtful men and women that the condition of many of the California Indians was impossibly bad. Many were dragging out existence on unirrigated land so hopelessly poor that, no matter how industrious they were, it was impossible to gain a livelihood from it. Many were perishing from hunger and winter cold in mountain reservations. As a result of the League's efforts a model reservation was secured at Pala for the evicted Warner Ranch Indians; and a market was opened for their basket industry which has preserved it from extinction; and much has been done toward restoring to the Indians of Southern California, out of the boundless lands that have been taken from them, enough tillable land on which they can gain a decent living by thrift and labor.

Society of Colonial Wars—Room 614 Fernando Building.

Sons of the Revolution—California Society. Henne Building, 122 West Third Street.

State Societies—There is a federation of State societies, with headquarters at 957 West Seventh Street. This organization keeps a register of people who are here from different States, which enables one from any section of the country to find the address of others from his home State or county. The secretary also keeps a list of the State organizations, with the time and place of meetings and picnics. Newcomers are urged to call at headquarters and register, so that friends may find them.

Union League Club—On the sixth, seventh, eighth and ninth floors of the Union League Building at Second and Hill streets.

University Club—Consolidated Realty Building, Sixth and Hill streets.

Yacht Club—South Coast Yacht Club, 427 Merchants Trust Building, 211 South Broadway, also at San Pedro.

Young Men's Christian Association—This organization has a fine building at 715-721 South Hope Street. The object of the

association is the spiritual, intellectual, physical and social development of young men. The building contains a reading room, a finely equipped gymnasium, baths, an auditorium, and rooms which may be secured by members at reasonable rates. In the basement is an excellent cafeteria which is open every hour of the twenty-four. Evening entertainments and lectures are provided and educational classes are maintained. There is also an employment bureau for the benefit of the members, of whom there are about four thousand. Rooms are open to visitors from 8:30 a. m. to 10 p. m.

Young Men's Institute—Club house, 1028 East Thirty-fourth Street. Meets Wednesday evenings.

Nearly every other social and benevolent order is well represented by councils and lodges of every name and degree.

Of the women's clubs the **Friday Morning Club** is the oldest. The club house is a charming, vine-draped cloistered building at 940 Figueroa Street, as attractive within as without. It contains a large auditorium besides library, parlors, large central hall, dining room, etc. But the club, now numbering over twelve hundred members, has outgrown the building and it is planned to erect in the near future a larger building on the same site. Regular meetings of the club are held every Friday morning.

Next in age is the **Los Angeles Ebell Club**, which was founded in 1894 with the object of "individual development, a united effort toward harmony, charity, and that broad culture which comes through service to others." Dr. Adrian Ebell was a distinguished German scholar who, "realizing woman's limited opportunity for mental development, and the necessity of fitting her to cope more effectively with the complex forms of modern life, conceived the idea of establishing an international academy with headquarters at Berlin and tributary chapters in all parts of the world, for the object of developing feminine mentality along serious and scientific lines." The first of several chapters on the Pacific Coast was the Oakland Ebell, organized in 1876. The Los Angeles Ebell was modeled upon the same lines as this Mother Club. The membership is now nearly thirteen hundred. The club house at 1719 Figueroa Street was erected in 1905. It is a beautiful vine-covered building enclosing a central patio, with

cloistered walk leading from the reception and dining rooms in the front of the building to the large auditorium in the rear. Up-stairs are rooms used by the various sections in their study classes.

Cosmos Club—Meets the second, fourth and fifth Wednesday afternoons at Ebell Club House, 1719 Figueroa Street.

Daughters of the Confederacy—Robert E. Lee Chapter meets first Thursday afternoons at Ebell Club House.

Daughters of the American Revolution—Eschscholtzia Chapter meets first Tuesday of each month at Ebell Club House.

Women's City Club—Meets for luncheon at 12 noon on Mondays, in Blanchard Hall, 235 South Broadway. The luncheon is followed by speaking on timely topics, mainly of civic interest.

Women's Press Club—The Southern California Women's Press Club has its club home in Room 408 Chamber of Commerce Building, 122-134 South Broadway.

Women's Christian Temperance Union—Headquarters, 301 N. Broadway.

Young Women's Christian Association—The administration building of the Young Women's Christian Association is on Hill Street, near Third. It is built around an open court, with balconies opening from the upper stories on the court. The floor of the court is occupied with tables of the cafeteria, which is in the basement.

A pretty, restful library and reading room opens from the main hall where is the office and information desk. There are vesper services every evening, a social hour and frequent lectures, also classes in various branches. There is a swimming pool in the building and a gymnasium. Lessons are given in swimming and physical culture. At the information desk a list of suitable boarding places is kept.

The Mary Andrews Clark Memorial Home (which see) is the boarding home of the Y. W. C. A.

There are many societies for those of foreign birth, for both men and women.

Over-Seas Club—(British). The Los Angeles branch meets the first and third Wednesday evenings of each month at 1327 Georgia Street.

Imperial Order Daughters of the Empire—(British). Queen Alexandria Chapter meets at the Friday Morning Club House, 940 South Figueroa Street the first Monday of each month at 2.30.



HOME OF THE YOUNG MEN'S CHRISTIAN ASSOCIATION
Containing well-equipped gymnasium, baths, auditoriums and restaurant

There is a Caledonian Club, a Slavonian, a Swiss, an Italian-American, and a branch of the Cercle Francaise. Both Native Daughters and Native Sons of the Golden West have flourishing organizations and meet in Native Sons' Hall at 134 West Seventeenth Street.

COASTWISE STEAMSHIP LINES—As passengers must go by steam or electric cars from Los Angeles to San Pedro, the sailing port of Los Angeles, the stations from which to leave are given.

Independent Steamship Company—Office 530 South Spring Street. Salt Lake R. R. station—steamers for San Francisco once in five days.

North Pacific Steamship Company—Office, 620 South Spring Street. Pacific Electric Station at Sixth and Main streets—steamers for San Francisco and Portland every Tuesday, also steamers for San Francisco, with local stops.

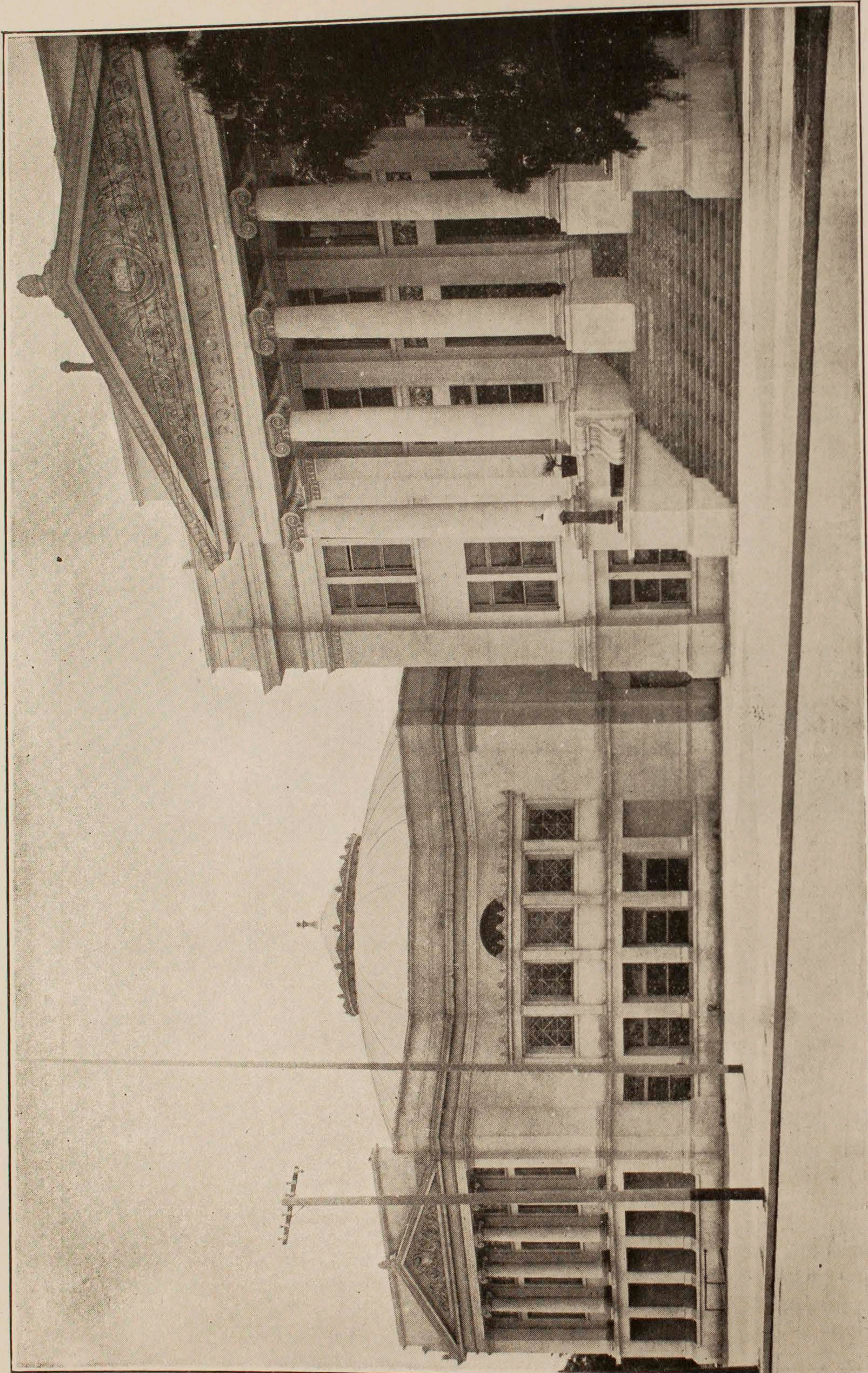
Pacific Coast Steamship Company—Office at 540 South Spring Street. Pacific Electric Station at Sixth and Main streets—for San Francisco and Puget Sound on Thursdays; for San Francisco only on Sundays; for San Diego, Wednesdays and Saturdays.

Pacific Navigation Company—Office, 611 South Spring Street. Salt Lake R. R. Station. For San Francisco, Sundays, Tuesdays, Thursdays and Fridays; for San Diego, Thursdays and Saturdays.

San Francisco and Portland Steamship Company—Office, 517 South Spring Street. Pacific Electric Station, Sixth and Main streets—for San Francisco and Portland every five days.

COLEGROVE—A residence section of Los Angeles lying south of Hollywood, and north of Melrose Avenue.

COLLEGES AND SCHOOLS—In educational facilities Los Angeles stands well abreast of the best Eastern cities, and in



POLYTECHNIC HIGH SCHOOL

some respects outranks other cities of the Pacific Coast. In the city and immediate vicinity there are branches of the great State University, the University of Southern California with its several departments, and several excellent small colleges doing splendid work. There are, for boys and girls, numerous private schools offering varied advantages; business colleges, military schools, college-preparatory and finishing schools; musical, art, and dramatic schools; and technical schools of high rank. The public schools are unsurpassed in equipment, in teaching force and in the enthusiasm of pupils.

Occidental College occupies a ninety-acre campus at Eagle Rock, a beautiful location which is being rapidly adorned by the splendid buildings of "Greater Occidental" College. Trees and ornamental shrubs, planted in great numbers, are adding to the beauty of the place, and when all the buildings are completed the campus will be one of the most attractive in the West. Occidental College is a Christian co-educational college of the liberal arts and natural sciences.

Pomona College—This college was incorporated in 1887 by the General Association of the Congregational churches of Southern California. Its founders were largely people whose former affiliations had been with New England and its institutions, and their desire was to establish "a Christian College of the New England type." The site of the college was originally Pomona, but later Claremont, on the Foothill Boulevard, was made the permanent location. The campus comprises one hundred acres. The institution is co-educational with an enrollment of over five hundred pupils.

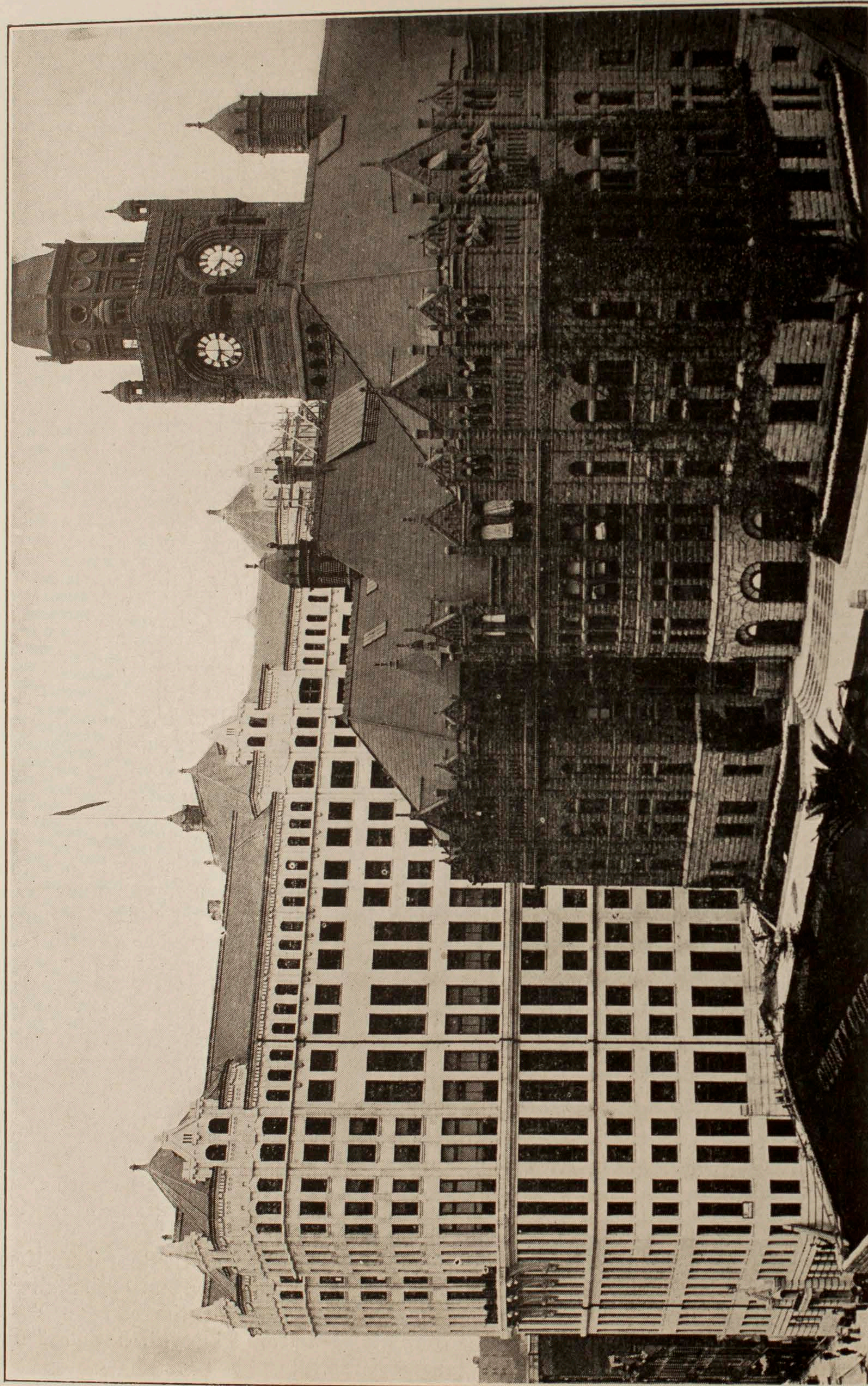
State Normal School—By the sale of the former normal school site at Fifth Street and Grand Avenue to a syndicate of local capitalists who agree to hold the property in trust until such a time as the city can purchase it for municipal purposes, the sum of \$600,000 became available for work upon the buildings of the new normal school. To this the State will probably add whatever sum is needful for carrying out the designs for the splendid group of new buildings, ten in number. The present site is between the city and Hollywood, with a frontage on Vermont Avenue of 285 feet. Architecturally, the new group of buildings with their courts, tree-bordered approached and sunken gardens will form one of the most imposing in-

stitutions of its kind in the country. The style of architecture is Italian Romanesque to be carried out in dark red tapestry brick and mosaic work, with tile roofs. All corridors, halls and stairways are to be of fire-proof materials. The ten buildings are to be unsurpassed in equipment and will provide for two thousand regular normal students and nine hundred training school pupils.

Throop College of Technology—This institution is a college of applied sciences with the essential humanities. It believes in giving to youths all the culture they can hold, but that they should first be taught to be useful. Throop College believes that this mighty empire of the Southwest demands efficient and trained builders, able to convert opportunity into achievement. The college was founded to supply this demand by the late Amos G. Throop. It was incorporated in 1891 as the Throop Polytechnic Institute, the first school of manual arts west of Chicago. It aims to do for the Pacific Coast what the Massachusetts Institute of Technology does for the Atlantic Coast. Only high school graduates of approved standing are admitted. The degree of Bachelor of Science is given at the end of a four-year course. The campus for the group of new buildings is a large and beautiful grove of oaks and orange trees flanked by mountains, on the southeastern boundaries of Pasadena. The legacy of Spanish architecture which California received through the missions has been drawn upon by the architects. Low, long buildings connected by sunny arcades are to be carried out in modern material, reinforced concrete. Pasadena Hall, dedicated in 1910, is the central and important feature of this group. This building is a fine example of Spanish renaissance with a central dome to lift it above the plainer mission structures which are to surround it. The dome is employed for the reference library. The whole library contains about six thousand volumes, mainly scientific. The college is broadly Christian in its influence, but non-sectarian.

The University of Southern California occupies a handsome group of buildings in the southern part of the city on Wesley Avenue, between Thirty-fifth and Thirty-seventh streets.

Of the secondary private schools for boys, the Harvard Military School on Western Avenue; the Los Angeles Military School on Huntington Drive; the Yale



LOS ANGELES COURT HOUSE AND HALL OF RECORDS

School at 205-209 North Union Street and Urban Military Academy at 800 South Alvarado Street are good examples; for girls the Girls' Collegiate School (Casa de Rosas) at Adams and Hoover streets; the Westlake School at 612 South Alvarado Street; and Hollywood Outdoor School, on Sunset Boulevard and May Avenue; and for boys and girls the Los Angeles Academy and Maryland School at Ninth and Beacon streets, near Westlake Park.

Among the more important of the Catholic schools are St. Vincent's College, on Grand Avenue, between Eighteenth and Washington; St. Mary's Academy, on Slauson and Cypress avenues; Sacred Heart School at Sichel and Baldwin streets; Immaculate Heart College at Hollywood and the Academy of the Immaculate Heart at West Pico Street and Kingsley Drive.

Of the public schools of Los Angeles too much cannot be said in their praise. The city is in the vanguard of progress in educational ideals and offers widely diversified vocational training, as well as the more conservative school courses. There are eight high schools, all offering courses leading to the State University, and all accredited; but each specializing in particular ways and offering inducements peculiar to itself. A pupil may attend whichever one of these high schools offering the advantages he especially desires. Over twenty per cent. of the grammar school pupils pass on to the high schools, a large percentage, the average elsewhere being only twelve per cent.

CORONEL COLLECTION — See Museums.

COUNTRY CLUBS—See Amusements.

COUNTY HOSPITAL—See Hospitals.

COURT HOUSE—The County Court House is an impressive red sandstone building handsomely carved. It stands on Broadway Hill, north of First Street. A statue of Stephen M. White stands on the greensward before the building.

CUSTOM OFFICE—In the Federal Building (postoffice) at the junction of Main and Spring streets and Temple Street.

EASTLAKE PARK—This park, consisting of about fifty acres, occupies an angle at the junction of Mission Road, Alhambra Avenue and East Main Street. It is one of the most popular parks in the city, both by reason of its own attractions of lawns, large shade trees, flowers, lake, pretty bridges, provision for children's amusement, and because near by are the entertaining and instructive zoo, the aquarium, the aviary and the alligator farm. Here are the beautiful new conservatories where the plants which supply the numerous city parks with flowers are propagated, and a bewildering number of beautiful blossoms are always to be seen. Here are spacious picnic grounds with tables under spreading trees and swings and playgrounds for the children. From the rising ground at the eastern end of the park is a wide-spread view over the surrounding country. The trees which border the walks and drives, and shade the lawns, range from mountain pine to tropical palm. A fine group of date-palms is near the southern end of the park, also an avenue lined with large fan-palms. Boating on the lake is very popular. On Sunday afternoons a band furnishes excellent music.



LOS ANGELES IS FAMED FOR ITS MAGNIFICENT APARTMENT HOUSES WITH THEIR SUPERB LOCATIONS. THE BRYSON OVERLOOKING SUNSET PARK IS HEREWITH SHOWN

ECHO PARK consists of about thirty acres on Lake Shore Avenue, just north of Temple Street. Two-thirds of the area is covered by a winding lake, whose borders are fringed by beautiful eucalyptus and willow trees. This lake is the largest in any of the city parks and divides with Hollenbeck Park popularity as a boating and canoeing resort. Echo Park Playground (see Playgrounds) is close by.

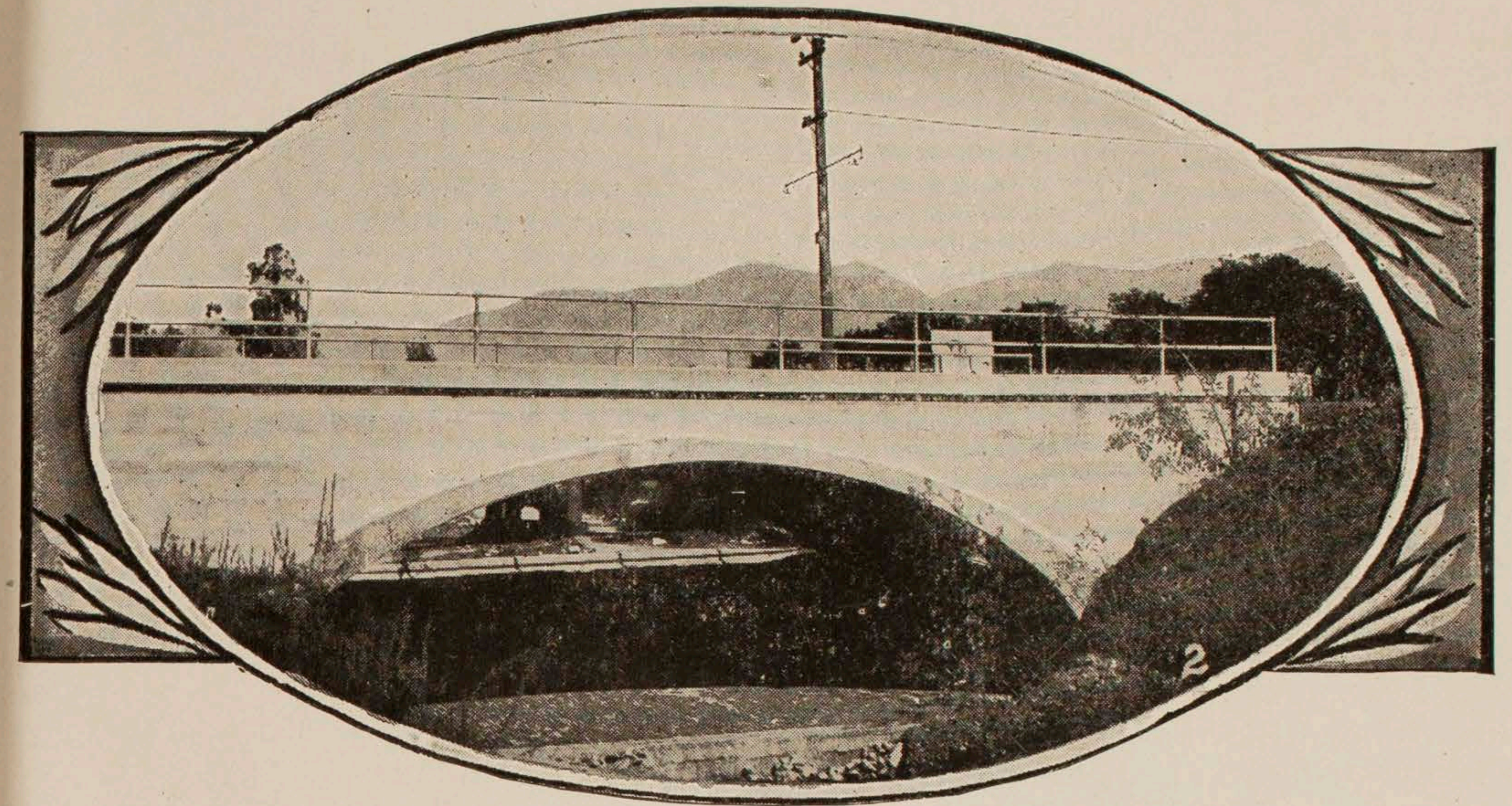
EL CAMINO REAL—The historic highway blazed out by the padres and used later by travelers in going from San Diego, the southernmost mission, north, through all the chain of twenty-two missions to Sonoma, the northernmost. The missions were about a day's journey apart. Among the relics of several of the old mission churches are maps made by the padres, or by Indians, showing portions of this route. There is one in the old Plaza Church showing the way from San Gabriel to Santa Barbara and in the Los Angeles County museum building in Exposition Park is another showing the route from San Antonio to San Rafael. The Landmarks Club has traced out the highway as

far as possible and marked it by iron posts and "Mission bells" with signs, stating the distance, from the last mission to the next. The name El Camino Real applies to streets in various towns throughout California, generally speaking, bears no relation to the original "King's Highway."

ELYSIAN PARK—This park is in the northeastern part of the city, between North Broadway and Los Feliz Road. It is next to the largest of the city parks and ranks among the largest of the country. It contains over five hundred acres of diversified landscape, valleys and high-ascending hills, where beautiful scenery is unfolded as the loftier summits are climbed. Except for the drive and the planting of trees, only comparatively few acres are under cultivation. These consist mainly of a floral display near the Fremont Gate and flower-decorated terraces on the hillside above the Southern Pacific tracks. There are several miles of fine drives in the park from which beautiful vistas of the surrounding country are opened to the sight. The views of mountains, snow-capped in winter, smiling



CENTRAL SQUARE, LOS ANGELES



CONCRETE BRIDGE IN "GOOD ROADS" SYSTEM

valleys, the near-by city and distant ocean are magnificent. The possibilities in the further development of Elysian Park are very great. It is an important link in the proposed Arroyo Seco and Silver Lake Parkways, and in the boulevard which is to lead through them from the mountains to the sea.

EXCURSIONS—See Special Pleasure Trips.

EXPOSITION PARK—This is the old agricultural park, and consists of 117 acres on Vermont Avenue, between Santa Barbara and Santa Monica avenues. It is being rapidly improved by the combined efforts of city, county and state. There are several fine buildings and others in process of erection. The California Exposition Building is a handsome edifice of tapestry brick, laid in patterns with tile ornamentation. The offices of the park commission are in this building. The Los Angeles County Historical and Art Museum is a handsome building constructed of similar materials. It consists of a central rotunda and two wings, in one of which is a natural history collection, and in the other an historical collection (see Museums). Facing the Museum Building, across a wide stretch of lawn, is the State Armory. These three buildings are on three sides of a quadrangular lawn which is to contain a great water basin six hundred feet long with a fountain at each end. Across the road from the Exposition Building is a driving track which is to be converted into a stadium. This will be

encircled by a track within which will be a forty-two-acre parade and playground, with provision for all forms of athletic sports.

FEDERAL BUILDING—A handsome red sandstone building on white granite base, at the junction of North Main, Spring, New High and Temple streets. It was built in 1911 and cost \$500,000. The ground floor is occupied by the postoffice, but the building contains also the United States courts, the customs and revenue offices.

FEDERATION OF CHURCHES—See Church Federation.

FEDERATION OF STATE SOCIETIES—See State Societies in Clubs, Societies and Lodges.

FIESTAS—California, with her delightful climatic conditions, is pre-eminently a festival State. Especially is it true that in Southern California no month in the year need be without its joyous celebration. A California Celebrations Committee is discussing a series of festivals, starting with the San Francisco Portola celebration in October and ending the season in San Diego, to include the important places between. Already the Pasadena Rose Tournament on the morning of New Year's Day is a well-established custom and thousands of tourists plan their coming to be in time for this charming event. Another festival and flower carnival—"La Fiesta de Los Angeles"—lasting several days at Los Angeles has been held for ten years in the spring of each year.

FISHING—See this sub-head under Amusements.

FORT HILL—The hill on which the Los Angeles High School stands, between Buena Vista Street and Grand Avenue, Temple Street and High. The earthworks of Fort Moore on this hill were constructed in 1847 and completed in time for raising the flag for the first Fourth of July celebration of Los Angeles. The fort was named in memory of the gallant Captain Moore who fell in the battle of San Pasqual, December 6, 1846.

GARDENA—A thriving little town on the "shoe-string" strip between Los Angeles and San Pedro. The population is about two thousand. It is in a fertile valley where the industries of dairying, poultry-growing and berry-raising thrive. The Gardena Agricultural High School is a notable institution.

GARVANZA—(The wild pea.) The northeastern section of Los Angeles, lying west of South Pasadena. Pasadena and Monte Vista avenues pass through this section.

GOLF—See Amusements.

GRIFFITH PARK—3015 acres in extent, is the second largest municipal park in America, being exceeded only by Fairmont Park of Philadelphia, whose 3341 acres includes several hundred acres of river surface. Griffith Park was given to the city in 1896 by Griffith J. Griffith. It lies north of Los Feliz Avenue, about a mile north of the city, with the Los Angeles river flowing along its eastern boundary. It includes the most varied and rugged scenery, including mountains, deep canyons and river bottom. From Griffith peak, an elevation of 1,700 feet near its western border, is an extensive view embracing three ranges of distant mountains, the ocean and twenty small cities and towns. Save for automobile roads, bridal trails and footpaths, the park is mostly in a natural state and will be maintained as an example of original Californian landscape. There are forests of native trees of large size and most of the shrubs and flowers native to Southern California are growing here. Elk and deer roam the park and a zoological garden with animals kept under wild natural conditions. There is a public golf course, convenient picnic grounds in leafy canyons, with stoves, fresh water and plenty of shade. Griffith Park aviation field lies on the north side. The beautiful Griffith Park drive is described under Boulevards. The

uniting of Griffith and Elysian parks in great boulevard system is a part of plans for the Arroyo Seco and Silver Lake Parkways. El Camino Feliz, or "Happy Road," is the alluring title proposed for the thirty-five mile boulevard which the drives through these two parks and their connecting link, will form a greater part.

HACKS—The legal rates for hacks, subject to later ordinances, are as follows: For use of hack for the first hour, \$2.00; for each subsequent hour, \$1.50; from city hotels to railroad station and from railroad station to city hotels, \$1.00; for use of hack one mile, \$1.00; when more than one person, for each one, 50 cents. For detention, the same price as above by the hour.

HALL OF RECORDS—A handsome white tile-faced building adjoining the County Court House, between Broadway and New High streets, south of Temple.

HARBOR—See San Pedro.

HIGHLAND PARK—The high land in the northeastern part of the city, south of Garvanza and west of South Pasadena. Highland Park is traversed by Monte Vista and Pasadena avenues.

HOLLENBECK PARK is the playground of Boyle Heights. It consists of twenty acres at the intersection of East Fourth and Cummings streets. A well-shaded lawn and charming lake are its principal attractions. It is very popular for boating. Sunday afternoon band concerts are attended by thousands. The Hollenbeck Home for the Aged is within a short distance.

HOLLYWOOD is the beautiful scenic suburban district of Los Angeles in the northwestern part of the city. It is sheltered on the north by the Santa Monica mountains, up whose gently rising foothills climb picturesque villas, draped with vines and surrounded by the semi-tropical gardens which make Hollywood a paradise in winter or summer. Being in the foothill belt of the Cahuenga Valley, orange, lemon trees, bananas, tree ferns, palms, poinsettias, and tender vines and flowers flourish to an unwonted degree, and everywhere home is set in a wilderness of beautiful shrubbery blend them all into a beautiful whole. Hollywood was platted by Mr. H. H. Wilcox in 1888. Its name was given by him by reason of the abundant growth of the Toyon berry, or California holly on the slopes, and in the canyons of the Santa Monica mountains. Miles of boulevards shaded by graceful pepper trees



HOLLENBECK PARK, EAST FOURTH AND CUMMINGS STREETS

The playground of Boyle Heights contains twenty acres. The lake is very popular for boating. Band concerts given every Sunday.

traverse the suburb and form parts of scenic automobile roads leading in every direction. The Cahuenga Pass Boulevard opens the way into the great San Fernando Valley, another leads to Laurel Canyon, a third winds up Lookout Mountain to the Inn. Sunset Boulevard, merging into Hollywood Boulevard, extends from the Plaza in Los Angeles to Beverly Hills and the delightful Beverly Hills Hotel. Vermont Avenue, on its way from Griffith Park to the sea, crosses Hollywood near its eastern boundary. The homes of Hollywood range from bungalows to castles, through all types of suburban architecture, the Spanish, with patio and cloistered arches, perhaps pre-dominating. Embowering trees and vines and shrubbery blend them all into a beautiful whole. Hollywood is purely a residence suburb. There are no factories to soil the air with smoke and there are no saloons; but there is every advantage to the resident in the way of churches, schools and library. Some of the church buildings are very

pretty, and the Hollywood Carnegie Library has a charmingly attractive exterior with pleasant rooms and well-stocked shelves within. Not far away is the unique de Longpre villa, the home of the famous flower painter and flower lover, the late Paul de Longpre—just a stone's throw further is a charming arts and crafts shop where some of de Longpre's paintings are exhibited.

Hollywood Polytechnic High School consists of a group of beautiful buildings in spacious grounds. Not only does it train pupils in a wonderful variety of vocations, but a supplementary course admits students by diploma to the junior class of the State University.

The Hollywood Outdoor School for girls is a high-class school in a garden of palms and tropical trees. The college of the Immaculate Heart is newly built at a cost of \$160,000 and will accommodate two hundred girls. The Hollywood Hotel is one of the charming Southern California hotels which annually draw so many tourists from the East. It is a handsome

building with suggestions of mission architecture, surrounded by palms, shrubs, and gorgeous flowers. Its rose garden is famous.

HOMES FOR THE AGED—The Hollenbeck Home for the Aged, in beautiful grounds, is on Boule Avenue, only a short distance from Hollenbeck Park.

HOSPITALS—Los Angeles is well supplied with hospitals and sanitariums, both public and private, most of them characterized by general excellence in equipment and administration, and some of them ranking notably high. Of these the great County Hospital is an institution of which Los Angeles is justly proud. With the new buildings which have been put up within the last few years, and those in process of erection, all equipped with the latest sanitary and healing devices, it is now one of the leading institutions of the whole country. There are twenty buildings, the principal ones being Class A, steel framed and fireproof. The grounds of the hospital are attractive, the rooms light and airy and all is made as comfortable and cheerful as possible for the patients. From thirty to thirty-five patients are admitted daily, or about a thousand a month. There are a thousand beds, one hundred and twenty-five nurses, nineteen internes, a superintendent and two assistant superintendents. The report of the State Board of Charities and Corrections states that their committee "found nothing to criticise and had nothing to suggest." The hospital is on Mission Road, between Griffin and Marengo avenues.

California Hospital—A substantial group of yellow brick and wooden buildings, standing in handsome grounds which are shaded by magnificent palms. The location is at 1414 South Hope Street.

Good Samaritan Hospital—An impressive group of light gray brick buildings standing on high terraces above Orange Street, at the corner of Witmer.

Sister's Hospital, on Sunset Boulevard and Beaudry Street—a handsome building standing on blossom-covered terraces.

These are among the more important hospitals and are all well equipped and well managed. A large new Children's Hospital near Hollywood is approaching completion.

An active campaign is on foot for a Social Service Hospital where the fees shall be small enough to bring its services

within the reach of those of small means yet such that the patient need not consider himself an object of charity. A considerable sum has been raised for this project.

HOTELS—A city where tourists flock in such numbers every winter has naturally prepared for their accommodation. Los Angeles has done this so well, and keeps so well abreast of the annually increasing demand upon her hospitality, that she is now one of the leading convention cities and can easily take care of 100,000 extra people.

The following list of hotels is published for the information of tourists. Under a special chapter elsewhere in this publication will be found a general treatise on those of special distinction.

Alexandria Hotel (Eu.), Fifth and Spring streets.

Angelus Hotel (Eu.), Fourth and Spring.

Alhambra Hotel (Eu.), North Broadway.

Alvarado Hotel (Am.), West Sixth Street.

Auditorium Hotel (Eu.), Corner Fifth and Olive streets.

Baltimore Hotel (Am.), Fifth Street and Los Angeles.

Hotel Clark (Eu.), Broadway, between Fourth and Fifth.

Hotel Congress (Eu.), Eighth and Flower streets.

Hotel Cordova (Eu.), corner Eighth and Figueroa streets.

Hotel Fremont (Am.), Fourth and Olive streets.

Gates Hotel (Eu.), Sixth and Figueroa streets.

Hayward Hotel (Eu.), corner Sixth and Spring streets.

Hollenbeck Hotel (Eu.), Second and Spring streets.

Hotel Hollywood (Am.), Hollywood.

King Edward Hotel (Eu.), Fifth Street between Main and Los Angeles.

Lankershim Hotel (Eu.), Broadway and Seventh Street.

Hotel Leighton (Am.), West Sixth Street Westlake district.

Natick House (Eu.), First at Main Street.

New Broadway Hotel (Eu.), 205 North Broadway.

Occidental Hotel (Eu.), at 428 S. Hill Street, through to 428 S. Broadway.

Hotel Oviatt (Eu.), Pico and Flower streets.

Hotel Pick (Eu.), 833 S. Grand Avenue.



A CORNER OF THE FAMOUS GRILL OF THE VAN NUYS HOTEL, FOURTH AND MAIN STREETS, LOS ANGELES

Rosslyn Hotel (Eu. and Am.), 443 S. Main Street.

Hotel Sherman (Eu.), 314 West Fourth Street.

Hotel Stillwell (Eu.), 838 S. Grand Avenue.

Van Nuys Hotel (Eu.), Fourth and Main streets.

The Westminster (Eu.), Fourth and Main streets.

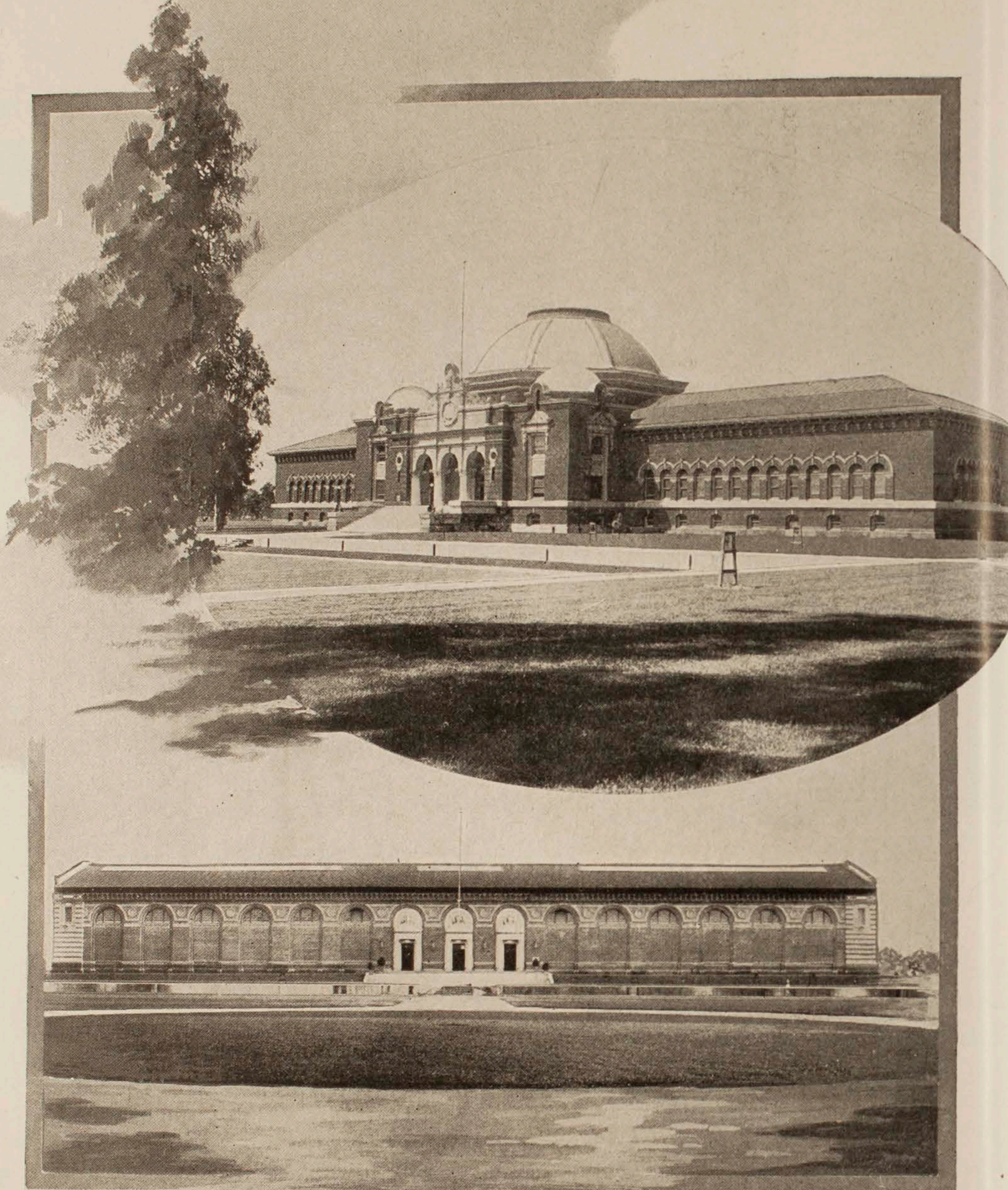
Of course there are many more excellent hotels throughout the city. Only a small proportion have been named. Apartment hotels abound. Some of the finest are the Bryson on Wilshire Boulevard and Rampart Street, the Rampart Apartments on Sixth and Rampart streets and the Engstrom at 623 West Fifth Street.

INFORMATION BUREAUS—In the matter of information bureaus the business concerns of Los Angeles have provided well for the strangers within her gates.

The Peek-Judah Company, which has offices in all the Pacific Coast cities, maintains a bureau in Los Angeles at 623 Spring Street. Here are circulars relating to all excursions, railroad and steamboat time-tables, and a courteous attendant to answer questions and give directions.

In the Pacific Electric Building, at Sixth and Main streets, is a large information bureau; there is another at the Hill Street station of the Pacific Electric, near Fourth Street; one in the Times Building at Broadway and First Street; one in the Alexandria Hotel, and one in the Examiner Building on Broadway; also one in the Security Trust and Savings Bank at Fifth and Spring streets, one in the German-American Bank at Fourth and Spring streets, and one in the Chamber of Commerce.

LATITUDE AND LONGITUDE—Thirty-four degrees north latitude and one hundred and eighteen degrees fifteen minutes west longitude.



EXPOSITION PARK

Los Angeles' greatest playground, flanked by the State Exposition Building, the State Armory and the domed County Museum of History, Science and Art

LEARNED SOCIETIES—The principal learned societies of Los Angeles are as follows:

The Historical Society of Southern California, with rooms in the Los Angeles County Historical and Art Museum in Exposition Park.

Los Angeles Society of the Archaeological Institute of America, which is devoted exclusively to the furthering of interest in archaeological researches in Palestine, Egypt, Greece, Rome and China. The office of the society is at 400 Hamburger Building.

The Southern California Academy of Sciences, founded in 1891 as the Southern California Science Association, and incorporated under its present name in 1902. There are nearly two hundred members and fellows. It has a library of 2000 books and pamphlets in room 625 San Fernando Building at Fourth Street and Main. This is soon to be moved to the Historical and Art Museum in Exposition Park.

The Southwest Society—This is the most important of Los Angeles' learned societies. It was founded in 1903, mainly through the efforts of Dr. Charles F. Lummis, as a branch of the Archaeological Institute of America. During its comparatively short life it has achieved results far in advance of similar societies four times its own age. It was the first of similar societies west of Wisconsin and the first to do actual scientific work. It has nearly twice as many members as the thirty-one-year-old Boston Society and nearly three times as many as the twenty-six-year-old New York Society. The present membership is nearly five hundred. The primary object of the society was the establishment and maintenance of the Southwest Museum for the preservation of historic and scientific relics pertaining to the life of the Southwest during prehistoric, Indian, Spanish, and early American periods. The Southwest Museum was incorporated in 1907 (see Museums). The society has purchased, and acquired by gift, many valuable collections. Through the generosity of the president of the society, Mr. M. A. Hamburger, the collections have been housed in the Hamburger Building, where they have been scientifically classified and catalogued, and where they are yearly visited by thousands. Another year should see them housed in the beautiful museum building on Museum Hill.

LIBRARIES—The Los Angeles Free Public Library is by far the largest in the city, though there are many others, technical, school and foreign libraries, ranging in size from a few score volumes to several thousand. Books before buildings has been the policy of the public library. It was established in 1872 and became a free library in 1891. It now numbers 203,600 volumes. The library is especially rich in the early history of the Southwest and in translations of Spanish diaries and reports relating to that period.

In home circulation the library ranks third in the United States. It is five per volume, or over a million a year. About half are distributed from the main library, and half from the branches and other distributing points at school houses, playgrounds and factories. A scientific and technical department in charge of a specialist is a part of the service of the reference room, and has proved a great aid to artisans, engineers and specialists in all branches of pure and applied science.

The Juvenile section contains over 15,000 carefully selected volumes for boys and girls from the Mother Goose age up. Books on practical subjects for boys and girls, such as carpentry, electricity, metal-working, housekeeping and needlework have a surprisingly large circulation.

In the periodical department 1100 magazines and newspapers are received, covering every department of human interest, from poultry and bee journals to the Journal of Psychical Research.

The main library is in the Hamburger Building at Eighth Street and Broadway. It will soon be moved to new quarters in the Metropolitan Building at Fifth and Broadway. A public library building is a part of the group planned for the improvement of Normal School Hill. The library has forty-one branches and distributing points, of which twenty-two have reading rooms. Two branches are in Carnegie buildings which the library owns. They are at San Pedro and Hollywood.

County Library — The Los Angeles County Free Library is on the tenth floor of the Hall of Records, North Broadway and Franklin streets.

Law Libraries—Los Angeles County Law Library, seventh floor, Hall of Records, Broadway and Franklin Street—23,000 volumes; open to the public week days, 8:30 a. m. to 10 p. m.; Sundays, 9 to 1. There is an Edison dictating machine here for the use of lawyers.



POPULATION—OUR GROWTH

Year	1900	1910	1911 (est.)	1912 (est.)	1913 (est.)
Los Angeles City.....	102,479	319,198	359,000	427,000	500,000
County	170,298	504,131	554,000	630,000	725,000

Los Angeles is a race, not a race suicide

LOS ANGELES-SAN DIEGO STANDARD GUIDE

District Court of Appeals Library—On the tenth floor of the International Bank Building—6,516 volumes. Open 9 a. m. to 5 p. m.

United States Circuit Court Library—Tajo Building, 307 West First Street—207 volumes. For use of judges and court officials only.

Medical Library—Barlow Medical Library, 742 Buena Vista Street—3,373 volumes. Two hundred medical journals are regularly received, forty of them foreign. Free to all professional men and students. Open daily, except Sunday and four holidays, from 9 a. m. to 5 p. m.

Southwest Society of the Archaeological Institute of America, and Southwest Museum, incorporated—At present in the Hamburger Building, West Eighth Street and Broadway. Future location will be in the new Museum Building on Museum Hill, Avenue Forty-six. This library covers the archaeology and history of California and the Southwest. It includes two incomparable collections, the Munk Library of Arizoniana, and the complete historical, scientific and philological library of Dr. Charles F. Lummis, the founder emeritus of the Southwest Museum (which see). The Munk Library was collected by Dr. J. A. Munk, founder of the Eclectic College of Medicine of Los Angeles. For nearly thirty years he counted neither time nor cost in his determination to gather everything relating to Arizona. Naturally, the library includes also works on California and New Mexico as all these were once a part of the same territory. It numbers some six thousand books, maps, monographs, magazines, atlases and newspapers. Ethnology, Archaeology, Ornithology, Geology, Botany, Mining, Forestry, all are represented and even poetry and fiction. Here is every Arizonian guide book, from the earliest published in 1849 to the latest railroad pamphlet.

The Lummis Library contains about 5,000 items, including printed books, scrap-books, manuscripts, parchments, pamphlets, and autographs. It is the most important collection of Spanish Americana on the Pacific Coast and covers every item of real value to the historian pertaining to California and the Southwest and countries related thereto. The most valuable item, indeed the most valuable piece of Americana concerning the Southwest, is a perfect copy of Benavides, the original

Spanish edition, of which only seven copies are known to exist. While this treasure is a part of the Lummis collection, together with the historic cruet mentioned by Benavides in this history of New Mexico, in the Munk Library, is a copy of an almost equally scarce French edition, printed a year later, in 1631.

Modern books on the West are included, all enriched by annotations and autograph letters. Autographed volumes form another class of treasures.

The rooms of the Southwest Society and Southwest Museum are open daily from 2 to 4 p. m.

LODGES—See Clubs, Societies and Lodges.

LOOKOUT MOUNTAIN—One of Hollywood's natural attractions from which the views are magnificent by day or night. The vision sweeps a wide expanse of ocean, plain, mountain and sky and at night the scene is glorified by the myriad twinkling, gleaming lights of Los Angeles, shining far below. Attractive winding walks and automobile drives lead up the mountain to the inn.

LOS ANGELES' NAME—The names bestowed by the early Spaniards when they christened a new settlement were universally picturesque and usually pious, but to the American mind often too long. Common usage has shortened many of them, but usually the gain in time has been at the expense of beauty and significance. Twelve different titles of this city have been noted among early writers.

Father Serra called it La Porciuncula (the Little Portion) from the river which had been so named by Portola's expedition in 1769, in honor of the Porciuncula, or little chapel of St. Francis in the Church of our Lady of the Angels near Assisi. Father Palou called it Pueblo de Nuestra Senora de Los Angeles de Porciuncula (Town of our Lady of the Angels of Porciuncula). Other titles were El Pueblo de Santa Maria de Los Angeles, El Pueblo de Razon (Town of the Intelligent), Pueblo de Maria Santissima de Los Angeles (Town of the Most Holy Mary of the Angels), Pueblo de Los Angeles, Pueblo de Nuestra Senora de Los Angeles, Pueblo de la Reina de Los Angeles (Town of the Queen of the Angels), Pueblo de la Reina de Los Angeles de Porciuncula, Pueblo de la Porciuncula, Nuestra Senora Reina de Los Angeles, and Ciudad (City) de la Reina de Los Angeles.

Los Angeles is now the generally accepted term. But where the Spaniards had twelve variations in nomenclature, Americans have twelve in pronunciation, "twelve distinct mutilations of the name of our city are current within it," Dr. Lummis says. Hoping to correct this abuse he adds this rhyme:

"Our Lady
Would remind you,
Please!
Her name is NOT
"Lost Angie Lees,"
Nor Angie anything whatever!
She trusts her Friends will be so clever
To share her fit historic pride,
The "G" shall not be jellified!
"O" long, "G" hard, and rhyme with
"Yes"—
And all about
Loce Ang-el-ess."

LOS ANGELES RAILROAD—Probably no city of its size in the United States is better served in the matter of street railways than Los Angeles. Within the city limits are over three hundred and fifty miles of single track, all electric. Conductors are uniformly courteous, ready with information, and accustomed to answering the questions of strangers.

MANUFACTURING—There are twenty-five hundred manufacturing establishments in Los Angeles, which turn out products to the value of one hundred million dollars annually. The openings for manufacturing enterprises are many and varied. Cheap fuel from the oil-wells of Southern California, cheap power and comparative freedom from labor troubles are advantages enjoyed by Los Angeles manufacturers. Their products range from aeroplanes and automobiles to x-ray apparatus, yeast and zinc.

MARY ANDREWS CLARK MEMORIAL HOME—This beautiful building at 336 Loma Drive was built by Hon. William A. Clark as a memorial to his mother, Mary Andrews Clark, and given to the Young Women's Christian Association as a boarding home for "young women who work for a living." It is a proviso of the gift that it must be self-supporting.

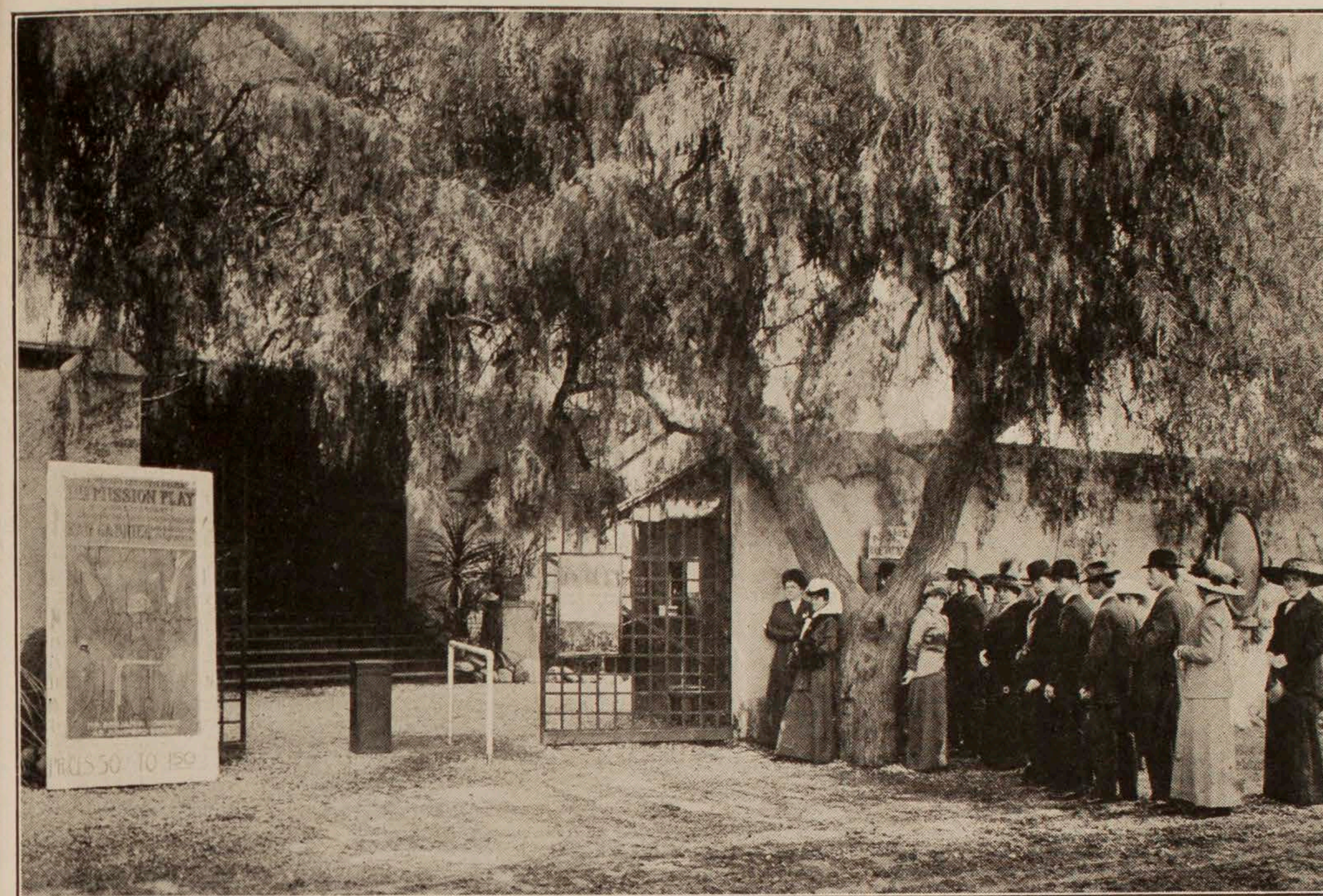
The home is a striking French chateau-like building on a commanding height near Crown Hill. Its situation affords magnificent views in all directions.

MINES AND MINING—Los Angeles is the center of a number of rich mineral fields of Southern California. Gold and borax are the chief products, exclusive of petroleum and asphaltum. Other mineral products are silver, clay, gypsum, granite, cement and lime, besides numerous gems. In Southern California are found many varieties of tourmalines, aquamarines, hyacinths, kunzites, pink beryls, topaz and garnets. California tourmalines are especially fine. It was near the borders of Los Angeles and Ventura counties that gold was first discovered in California, during the mission era, long before Marshall's discovery at Sutter's Mill. Some gold is still taken out in the same region. Los Angeles is not only the natural headquarters for the mining fields of Southern California but also for the mining regions of Lower California, Sonora and Arizona, and the rich territory of Southern Utah and Nevada has been opened to the world by the San Pedro, Los Angeles and Salt Lake Railway.

MISSION CHURCH—See Church of Our Lady of the Angels.

MISSION PLAY—What the Passion Play is to Oberammergau, the Mission Play, by John S. McGroarty, is destined to be to Los Angeles and San Gabriel. During its second season, 1912-13, it had a continuous run from December to July, with two performances every day in the week except Monday. The unique theater built for this play is in the quaint little village of San Gabriel. It is only a forty-minute electric car-ride from Los Angeles, but the traveler finds that he has been carried back thrice forty years in time when he alights from the train and his eyes fall on the oft-pictured campanile and brown, buttressed walls of San Gabriel Church, and on the old adobe houses down the road, freshly whitewashed, perhaps, but whose deep doorways and recessed windows testify to their age.

The Mission Playhouse is just across the way from the church, a simple structure, harmonious in outline with mission architecture. Entering the enclosure the King's Highway attracts the attention first. Here, surrounding the playhouse, is a succession of historically correct miniature reproductions of the mission churches, the whole chain from San Diego to Sonoma. The Mission Play orchestra renders sweet music in the playhouse garden before the play and between the acts. The



HOME OF THE MISSION PLAY

This unique theatre is in the quaint village of San Gabriel, a forty-minute electric car ride from Los Angeles

bright California sunshine gilds this miniature Camino Real for the modern throng that passes around it, just as in by-gone days it glorified for the padres their weary marches along the real King's Highway. The tolling of the mission bell which hangs over the pulpit within calls the people to their seats. A brown-robed Franciscan mounts the pulpit stairs and announces the play, and soon the audience is borne backward in time to the shores of False Bay at San Diego in 1769, and the play has begun. We do not watch the scenes; we live them, side by side with the padres, the neophytes and the early Californians. From the "Visions of the Past," so exquisitely portrayed, which form the prologue, to the last pathetic scene at Capistrano, interest does not flag for an instant. The play centers around the life and character of Father Serra, that strong, sweet soul, whose faith, though all unknown to himself, founded cities, and whose spirit, we may believe, still broods over the Land of his Desire. From beginning to the end of the play there is not one false note. The scenery is exquisitely contrived and brought out, the cast includes descendants of old Spanish families, Mexicans and Indians. The play is full of the inevitable pathos which attaches to the founding of the missions under infinite

difficulties, and to their downfall through the covetousness and greed of outsiders, but it is by no means wholly sad. Through a thousand discouragements, the unwavering faith of Father Serra and his associates triumphed in the end, and the second act shows the missions in the height of their success. Indian and Spanish dancing and singing depict the lighter side of those best days of the missions.

The educative value of this play is very great. The more remotely these days of the padres slip into the past, the more need that they should be revived to our imaginations, that their lessons may not be forgotten by us, nor by our children. This noble resuscitation, so perfect in historic detail, renders a great service to this and to future generations.

MOUNTAINS—Two ranges of mountains run the length of California, known in general as the Coast Range and the Sierras. The Coast Range is the more broken of the two and in different localities the short ranges which form it bear different names. Los Angeles is in the midst of these broken ranges of Southern California. To the east are the San Gabriel mountains; to the north the short Verdugo range and beyond the Sierra Madres; to the northwest the low Santa Monica mountains while the San Rafael



POSTOFFICE RECEIPTS

Uncle Sam's verdict in the case of Los Angeles vs. the world

Our growth—1909, \$1,276,664.07; 1910, \$1,476,941.52; 1911, \$1,646,601.84
1912, \$1,906,518.68; 1913, \$2,114,049.93

range stretches further northwest through Ventura County. Southeast are the Santa Ana mountains and further east the longer snow-crowned San Bernardino range. Each range has its lofty peaks, San Antonio, disrespectfully known as "Old Baldy," is the highest peak of the Sierra Madre range. Two other well-known peaks of this range are Mount Wilson and Mount Lowe. These are described under Special Pleasure Trips. San Geronio is a noted peak of the San Bernardino range.

MUSEUMS—Los Angeles has three museums of great interest and educational value: the Coronel Collection, on the third floor of the Chamber of Commerce Building, the Museum of History, Science and Art in the Los Angeles County Historical and Art Museum Building in Exposition Park, and the Southwest Museum, at present in the Hamburger Building at Broadway and Eighth Street.

Coronel Collection—It was a happy circumstance which preserved for Los Angeles this collection, a part of which is so intimately connected with her early history.

Don Antonio Franco Coronel came to Los Angeles in 1834. He was a methodical man, educated and possessing a sense of historic values. He made collections of Toltec, Aztec and later Mexican pottery; of Mexican and Indian handcraft; mission relics; articles of dress worn by Spanish and Mexican men and women of the early days in California, such as rebosas, serapes, sombreros, slippers and high, carved tortoise-shell combs; household furnishings, and many objects illustrative of early times. He had a series of paintings made of himself and his young and beautiful wife, in Mexican costumes and enacting the scenes of Mexican life which were fast being buried under the rapidly growing American life of the City of the Angels. He collected, or had made, groups of tiny wax figures depicting the various household and out-of-door activities of the days of the Spanish and Mexican regimes. He and his wife made a model of the Mission San Luis Rey de Francia as it was in the days of its glory. That, too, is in the collection, as well as painted portraits, daguerreotypes, photographs, and autograph letters of great interest.

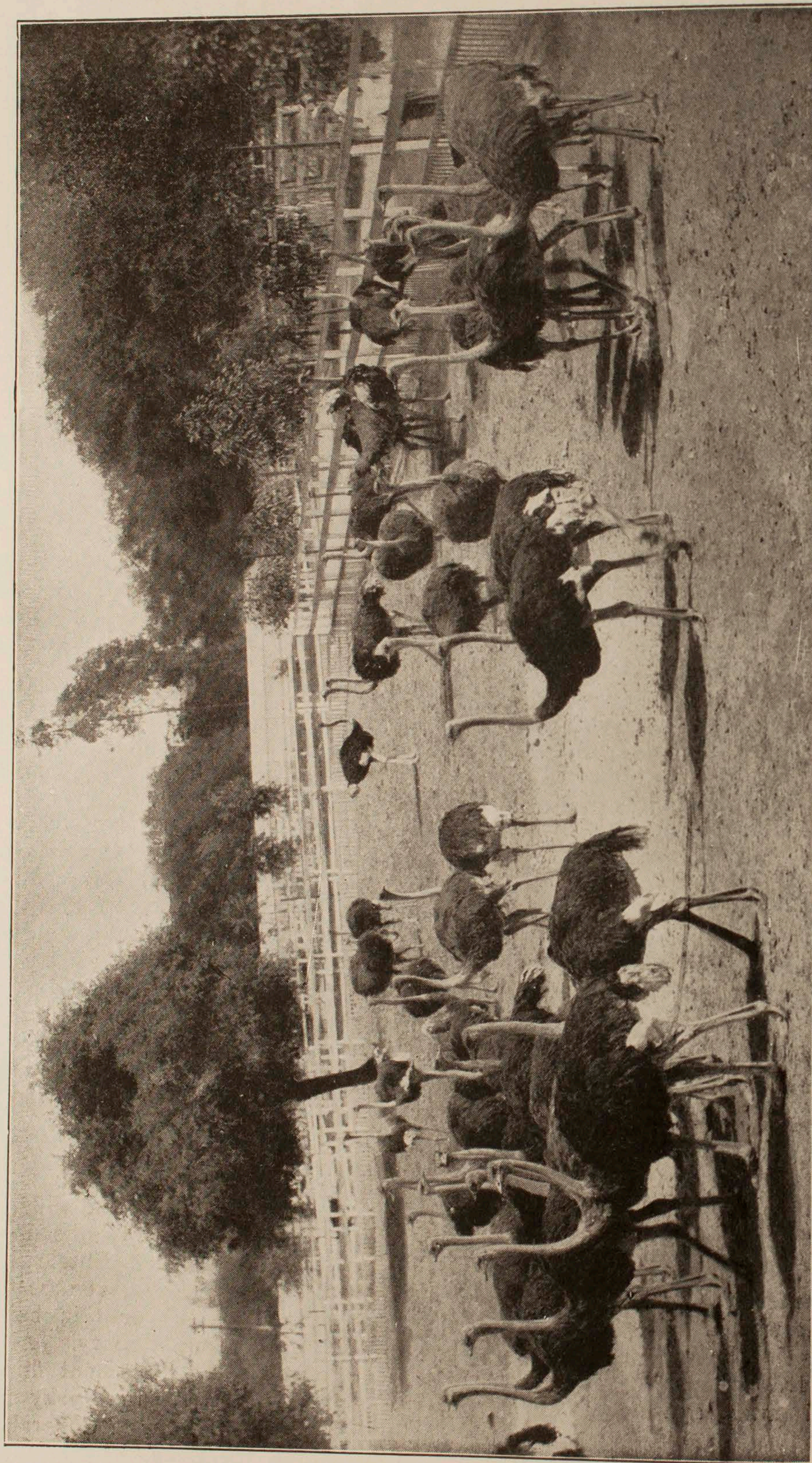
After Don Antonio's death his wife, following his wishes, gave the collection to the Chamber of Commerce, which has since maintained it. It occupies a large room on

the third floor of their building at 122-134 South Broadway.

Museum of History, Science and Art—This museum, in the Museum Building in Exposition Park, consists of various collections which have been, or are to be, brought together under one roof, the valuable collections of the Historical Society, of the Academy of Sciences, of the Cooper Ornithological Society and of the Art League of Los Angeles, besides a number of private collections.

The natural history collections are in the wing at the left of the central rotunda of the Museum Building. Here are birds, their nests, and eggs, butterflies, shells, etc. In the opposite wing is the historical collection. Many of the articles have been loaned by the Native Sons of the Golden West. Here are Spanish, Mexican and Indian historical relics, portraits, autographs, letters from eminent men, pictures of Los Angeles in 1854 and in 1869 and a plan of the roads from mission to mission, from San Rafael south to San Antonio. Here are china, glassware, and other household furnishings used in the early Spanish homes of Los Angeles; high tortoise-shell combs and high-heeled satin slippers which adorn sonoras and señoritas of early days, and many other interesting articles with their histories attached.

The Southwest Museum—This museum was founded by the Southwest Society of the Archaeological Institute of America and incorporated in December, 1907 "to build and maintain in Los Angeles a free public Museum of History, Science and Art, for the great Southwest, on a scale commensurate with the community it serves." A magnificent site was secured on a hill (now called Museum Hill) at the head of Avenue Forty-six, overlooking Sycamore Grove. Plans have been prepared for a splendid group of buildings, perfectly adapted to the site and to their purpose. A bequest of \$50,000 by the late Mrs. Carrie M. Jones made possible the first building, to be called the Carrie M. Jones Memorial Hall. On November 16, 1912, ground was broken for this building by Bishop Thomas J. Conaty. Above him waved the flag that Fremont flung to the breeze on the crest of the Rocky mountains in 1846. The daughter of General Fremont lowered the flag when the ceremonies were over. This building will be ready for occupancy in 1914 and to it will be removed the collections and library now,



ONE OF THE PRODUCTS OF SOUTHERN CALIFORNIA

through the generosity of Mr. M. A. Hamburger, occupying rooms in the Hamburger Building. The collections include Indian relics and specimens of their varied handicrafts; mission relics, many connected with Father Serra; Fremont relics; folk-song preserved by phonograph; the Caballeria collection of old paintings; the Ingersoll collection of steel engravings from photographs of the most important Spanish and American women who figured in the early development of the State; fossil remains and petrifications; historical documents; and the two great gifts to the Museum of the Munk Library of Arizoniana and the Lummis Library and collections. The two libraries have been described under Libraries. The remainder of the Lummis gift includes paintings by noted artists, and valuable historical and anthropological collections from Ecuador, Peru and Bolivia.

The museum is most fortunate in its distinguished curator, Mr. Hector Alliot.

MUSICAL LOS ANGELES—Los Angeles is justly noted as a musical center. It is a rare day in Los Angeles when there is not a concert of more or less importance. Four of the high schools have orchestras and in the grade schools there are over 400 pupils playing in school orchestras.

There are a number of adult orchestras of which the Los Angeles Symphony Orchestra is noteworthy. Los Angeles has twenty bands and as many singing clubs and chorus societies. There are about 500 music teachers and over 800 professional musicians. Popular priced grand opera runs for eight weeks each year in Los Angeles. Comic opera for twenty-four weeks, and the Chicago Grand Opera Company give here from eight to sixteen performances each season. Blanchard Hall Studio Building at 235 Broadway is devoted exclusively to music, art and science and is one of the best equipped buildings for the encouragement of music and art in the United States. It contains four halls, Blanchard Hall with a seating capacity of 1,000, Symphony Hall with a capacity of 450, Art Hall, holding 250 and Music Hall, holding 150. There are a number of other spacious concert halls in the city and several large auditoriums.

NEWSPAPERS—See Periodicals.

OIL WELLS—The petroleum and asphaltum supply of Southern California is enormously abundant. California produces, not only more oil than any other State in

the Union, but half as much again as Oklahoma, the second greatest producer. Omitting the rest of the United States, California produced in 1911 more oil than any other country, and if Russia and the rest of the United States are omitted, more than all the other oil-producing countries combined. During 1912 more than 90,000,000 barrels was the yield. All the oil wells are in the southern part of the State. Petroleum and asphaltum were discovered here by the first Spanish settlers. They made no use of the former but asphaltum was frequently used, after melting, as roofing for their adobe houses. Not much attempt was made at oil development until after the close of the Civil War, but Andres Pico, in the early fifties, refined a small amount in the San Fernando Valley.

In 1892 E. L. Doheny drilled his first well in the city of Los Angeles. Within four years there were 700. There are now three times that number. In the north-western part of the city beautiful lawns and gardens have been dotted thickly by oil derricks, averaging sixty-five feet in height. The wells were such good producers that it was a great temptation to multiply them until that portion of the city resembles a curious sort of forest composed of cubist trees. It is no longer permitted to sink new wells within the city limits, but those which are still producing may be operated. A pipe line from the Kern County petroleum fields delivers oil to loading stations on the breakwater of Los Angeles harbor.

It is this cheap fuel which has stimulated manufacturing in Southern California and having proved its worth it is now largely used by Western railroads, by the United States Navy, and for smelting purposes.

OLD MISSION CHURCH—See Church of Our Lady of the Angels.

OSTRICH FARMS—Two ostrich farms in the vicinity of Los Angeles are found exceedingly interesting to tourists and are visited by many thousands annually.

The Cawston Ostrich Farm in South Pasadena may be seen on the automobile trip to Pasadena or on the Pacific Electric Old Mission Trolley Trip. It is also an easy matter to go there by street car. Admission is twenty-five cents. The history of this pioneer enterprise from the first importation of fifty-two birds from Natal, Africa, in 1886 to the "farm" in its present state is most interesting. A ship was chartered and especially fitted to bring

over this first lot. Eight died en route. Most of the present American ostrich population is descended from the forty-four which were safely landed at Galveston, Texas. The Natal Government has since imposed an almost prohibitive duty upon all ostriches taken from the land, but Mr. Cawston has since imported a few wild birds from the Nubian desert. At this farm the mated birds build their nests, lay their eggs and hatch their young. Incubators are also employed. The young birds are reared elsewhere. The process of removing the feathers from the birds and much other interesting information is imparted to visitors by guides and attendants. The egg of the ostrich weighs three pounds. When hatched the birds are about the size of frying chickens. At full size they weigh three hundred pounds and stand eight feet high. They live to about seventy years of age. They are the fastest runners among living things, twenty-five miles an hour being their usual rate. Their sight is very keen.

Besides the ostriches there are many other things of interest here, an aviary of rare birds, the show-rooms where are displayed beautiful plumes of every form and color, and a Japanese tea-house in the garden where refreshing afternoon tea is served.

The Los Angeles Ostrich Farm is at 3609 Mission Road, and may be seen on the "Seeing Los Angeles" trip of the Pacific Electric, or by an ordinary street car-ride. Admission twenty-five cents for the ordinary tourist, but the price of the "Seeing Los Angeles" trip includes admission to the farm.

PACIFIC ELECTRIC RAILROAD—The interurban electric railroads radiating in every direction from Los Angeles all belong to the Pacific Electric system. Taken together with the system within the city, they constitute one of the most complete and best equipped electric railway systems in the United States. The interurban roads aggregate 900 miles of single track. Almost all are double track and some have four tracks. There are lines to Santa Monica, Redondo Beach and San Pedro Harbor by two different routes, to all the other beaches, to Pasadena by two routes, to Altadena, Alhambra and San Gabriel, Monrovia, Whittier, Azusa, Glendora, Sierra Madre, Covina, La Habra, Glendale, Burbank, Lankershim, Van Nuys, Fernando, Owensmouth, Santa Ana and Pomona. For all these lines over 6,000 trains are

operated daily. The Pacific Electric maintains a club-house for the use of its men with pool and billiard tables, hot and cold baths and other provision for their comfort and pleasure. The number of men thus employed in and about the city is 8,000.

The main Pacific Electric station is in a large building owned by the company on the corner of Sixth and Main streets. From this building interurban trains are leaving on two levels in constant succession. On the main floor are waiting rooms, dining rooms, and lunch counter, information bureau, news stand and ticket offices. There is another Pacific Electric station on Hill Street, near Fourth.

PARKS—There are in Los Angeles twenty-four named parks ranging in size from Griffith Park, 3015 acres, and next to the largest municipal park in the country, to some even smaller than the historic Plaza on North Main and Marchessault streets. The most important of these parks, besides those mentioned above are Westlake and Eastlake parks, Elysian Park, Hollenbeck and Echo parks, Prospect Park, Central Park, Exposition Park, Sycamore Grove and Sunset and South parks. These are all described under their respective heads.

Some of the smaller parks are as follows: Dixon Park, Ela Park, Everett Park, Marion Park, Occidental, St. James, Terrace and Hazard parks, and Vermont Square. In all the park area of the city is 3896 acres, including some unnamed triangles at street intersections.

PERIODICALS—The first newspaper of Los Angeles appeared on May 17th, 1851 and was called The Los Angeles Star. There are now nearly seventy periodicals published in at least seven different languages besides English. They include Chinese and Japanese, German, French, Italian, Spanish and Basque newspapers, some of them dailies. The most important morning papers are The Times, The Los Angeles Tribune and The Los Angeles Examiner; the important evening papers are The Evening Express, The Evening Herald and The Evening Globe. The Times is published in its own handsome new building at First Street and Broadway, which replaces the one destroyed by the dastardly outrage of October 1, 1910, in which twenty-two innocent lives were sacrificed. The Examiner is published in its own building, the largest

est plant of its kind devoted exclusively to the publication of a newspaper west of Chicago. Other important publications besides the dailies are: The B'nai B'rith Messenger, the Builder and Contractor, the California Cultivator, the California Independent, the California Outlook, the California Voice, the Commercial Bulletin, the Graphic, the Little Farms Magazine, the Oil Age, Out West, the Rounder, Sud-California Post (German), and the West Coast Magazine. The editor of Out West is Dr. George Wharton James, author of "In and Out the Old Missions," "Ramona's Country," and many other books of the Southwest, and lecturer on every phase and aspect of California life.

PICO HEIGHTS—In the western part of the city, north of Pico Street and west of Vermont Avenue.

PIGEON FARM—This interesting place is one of the sights offered to passengers on the Pacific Electric "Seeing Los An-

geles" trip with free admission. To others the admission is twenty-five cents. The "farm" is just north of Elysian Park. Here are one hundred thousand pigeons raised for market. It is a wonderful sight to see them when fed rise in the air in clouds, and the whirring of their wings is like the rushing of a tempest. The birds consume two tons of grain daily, besides barrels of stale bread and other food.

PLAYGROUNDS—Los Angeles is abreast of the most progressive cities in the matter of public playgrounds. A Playground Commission is a part of the city government. Seven recreation centers are permanent institutions in different parts of the city and the commission manages in addition nine vacation centers during the summer, taking over for this purpose some of the school grounds. Besides this some of the public schools maintain playgrounds with a trained teacher.



TRAINING CLASS FOR PLAYGROUND TEACHERS—CITY RECREATION CENTER



WADING POOL—ECHO PARK PLAYGROUND

The three older playgrounds are the Violet Street grounds at 2017 Violet Street; Echo Park grounds at 1620 Bellevue, a part of Echo Park, and the Slauson playground at 5739 Fortuna Street. Each of these has a club house, a wading-pool, sand courts, swings, seats under vine-covered pergolas, trees and flowers. The club house of the Slauson ground contains a double bowling alley.

Recreation Center is at 1546 St. John Street. There is a club house here also, and full equipment for children's sports. Hazard and Downey playgrounds were opened in 1911. The former consists of eleven acres well equipped for out-door sports requiring space, with a convenient club house for indoor activities. This playground has the advantage of adjoining twenty-five acres of rolling park land.

The Downey ground consists of three acres containing a ball field and play apparatus, with a pretty little field house.

The club houses all contain a small auditorium or meeting room, showers, dressing rooms and store rooms. They are provided with dishes and gas stoves, so that refreshments can be served and all of them are centers for neighborhood clubs and meetings, young ladies', mothers' and parents' clubs, young men's city clubs, dramatic, swimming and athletic clubs, cooking, sewing and gymnastic classes, boys' bands and orchestras. The club houses are also used for social dances, properly supervised, and for other evening parties, lectures and entertainments.

The public library co-operates with the playground department in the maintenance of branch libraries at the Violet Street, Slauson, Hazard and Echo Park playgrounds and at the Recreation Center. These branch libraries are eagerly patronized by both the children and their parents. The boys of the different playground centers have organized brass bands

and through the kindness of generous friends have been supplied with instruments. They have drills and friendly contests for trophies at Inter-Playground Field Meets. There are directors for both girls and boys at each ground, some of them living in bungalows on the premises. Besides work directly connected with the playgrounds, the commission maintains and manages a summer camp in the San Gabriel Canyon. The purpose is to provide a safe place where growing boys and girls may have a complete change from city life, with sunshine, fresh air, space and activity.

PLAZA—The little park, not much over an acre in extent, on Marchessault Street, between North Main and North Los Angeles streets. This is the oldest park in the city. It was the geographical center of the original grant of six square miles made by the Spanish government to the Pueblo of Los Angeles. On its western boundary the Church of Our Lady of the Angels was built and around it once clustered the homes of the Spanish-Californians. Now Chinatown and Sonora town fringe its borders.

PLAZA CHURCH—See Church of Our Lady of the Angels.

POINT FIRMIN—The southern point of San Pedro, on the west side of the harbor of Los Angeles. A pretty park borders the high bluff which forms its edge. The view of the breakwater, harbor, line of coast and of the ocean beyond is extended and fine.

POLO—See Amusements.

POPULATION—Estimated (1914) from 475,000 to 500,000.

POSTOFFICE—The main Postoffice is in the Federal Building (which see), at the junction of North Main, Spring and Temple streets. General delivery and stamp window hours are from 6 a. m. to 12 p. m. There are seventy-three substations and branches, some of them being in the large department stores.

PROSPECT PARK—This is one of the smaller parks of the city, containing only two and eighty-eight hundreds acres. It is one of the oldest parks and is filled with fine trees. As it is situated on high land (Echandia Street, Boyle Heights) it affords a fine view of the Sierra Madre mountains.

PUBLIC LIBRARY—See Libraries.

PUBLIC SCHOOLS—See Colleges and Schools.

RAILROADS—Five trans-continental lines serve Los Angeles: The Sunset Route of the Southern Pacific, by way of El Paso and New Orleans; the Ogden Route of the same company, connecting with the Central and Union Pacific; the Santa Fe Route by way of Albuquerque; the Rock Island operating part way over the Southern Pacific with its own equipment, and the San Pedro, Los Angeles and Salt Lake Railroad, which began operation in 1905, opening up a comparatively unknown section in southern Utah and Nevada. The Southern Pacific has two lines between Los Angeles and San Francisco, one along the coast and the other through the San Joaquin Valley. The Santa Fe also connects with San Francisco by way of Barstow. San Diego is reached by a Santa Fe line. Altogether a dozen lines of railway center in Los Angeles.

RAILROAD STATIONS—There are three railroad stations in Los Angeles, the Salt Lake, the Santa Fe and the Southern Pacific. The Salt Lake passenger station is at First Street and Myers. The Santa Fe, on Santa Fe Avenue, between First and Second streets; and the Southern Pacific station, called the Arcade Depot, is at Fifth and Central streets. A new Union Station on the site of the Arcade Depot, with Fifth Street widened to make a fine approach, was one of the suggestions of Mr. Charles Mulford Robinson for beautifying the city.

RAILROAD TICKET OFFICES—Most of the city ticket offices of the various important railroads of the United States are on Spring Street, between Fifth and Seventh, or on Sixth Street near Spring. The majority being near the junction of Sixth and Spring.

RESIDENTIAL SECTIONS—Though charming homes are characteristic of Los Angeles generally and are in the majority in many sections of the city, certain portions are especially noted. Wilshire Boulevard and its cross streets for a few blocks on each side are lined with wonderfully beautiful homes, standing, many of them, in spacious grounds, and none of them crowded. The architecture is varied, some are very unique, but each has its own charm, enhanced by its beautiful setting of riotous flowers, velvet lawns and luxuriant foliage. The West Adams District is another choice section.

Here most of the homes are older and the gardens even more beautiful. There is nothing of the new-rich about the West Adams District. The Westlake District, surrounding Westlake Park, is another especially attractive section. Hollywood, now a part of Los Angeles, has long been noted for its beautiful homes in spacious, beautifully cultivated grounds. The hills surrounding the city are dotted with handsome places, many of them withdrawn from public view.

RESTAURANTS—It is often said that in no city can one obtain as excellent food at as low a price as in Los Angeles, and this reputation survives even the "high cost of living" clamor. Los Angeles with all her thousands of tourists is still a city of homes, and restaurant life as a form of pleasure is not so prevalent as in some other cities of its size, though there is no lack to meet any reasonable demand.

One of the best known restaurants in Los Angeles is the Cafe Bristol, occupying the entire basement of the H. W. Hellman Building at Fourth and Spring streets. By serving the best the market affords at popular prices, by maintaining a cabaret show second to none on the Pacific Coast, and by giving his own per-

sonal supervision to every detail of business, William Schneider, its owner, has made the Cafe Bristol the Mecca of the bon vivants and epicures who come to Southern California. A feeling of camaraderie and good fellowship is in the atmosphere, and the lovers of cafe life among Los Angeles residents congregate here regularly.

Cosmopolitanism is one attractive feature, and each tourist, no matter where his home, can find viands to suit his taste, for Mr. Schneider has managed restaurants in all parts of the United States and Europe, and requires his chefs to be able to cook for all nationalities.

Other leading restaurants are Fitch's at 353 South Spring Street, McKee's at 518 South Spring Street, Levy's at 630 South Spring Street, the New China Restaurant at 508 South Main Street, the Oriental Restaurant nearly opposite, and Casa Verdugo, a Spanish restaurant, at 634-636 South Spring Street.

Of pleasant luncheon places there is a great abundance. All up and down Broadway they present enticing front windows, and every hungry shopper or business man or afternoon seeker for "the cup that cheers" can find a place adapted to his or her desires. Among the pleasant-



INTERIOR CAFE BRISTOL
The rendezvous of the bon vivants and epicures who visit Los Angeles



CLUNE'S AUDITORIUM THEATER

The home of moving pictures, built of reinforced concrete, including an auditorium seating 4,000 and an office building. The largest building devoted to moving pictures in the world, and absolutely fireproof

est are the Pig'n Whistle at 224 South Broadway and, further south, Fosgate and Rees' Mission Restaurant at 330 South Broadway, where Mexican specialties can be obtained in addition to other good things; The Pinton; the Chocolate Shop; Christopher's, where, in addition to the restaurant, a pretty upstairs tea room is open from 3 to 6; and, on Mercantile Place, between Fifth and Sixth streets, Broadway and Spring, the charming Copper Tea-Kettle, the successful venture of two Smith College graduates. Almost all the large department stores have very nice cafes on one of their upper floors. At Jevne's store, 208 Spring Street, an excellent luncheon is served, patronized largely by business men and women. Several of the Owl Drug stores make a feature of "lunch-eonettes," a choice of sandwiches wrapped

in waxed paper, a handful of ripe olives, a generous piece of pie a la mode with coffee, tea or chocolate, a remarkably good combination for only twenty-five cents. The grill rooms of the large hotels furnish the choicest meals and are very popular. There are cafeterias without number, and, one might almost say, without price. You pass a loaded tray under the cashier's eye and find your ticket marked nineteen cents. Twenty-nine cents will pay for as much as the hungriest man can eat and the food is of almost uniform excellence, too. Hill Street is especially the home of the cafeteria, from the Young Women's Christian Association Building, above Third Street, south to Sixth Street. There is an excellent cafeteria in the basement of the Y. W. C. A. Building and the Young Men's Christian Association also main-

tains one in the building at 715 South Hope Street. This is kept open all night. There is a vegetarian restaurant on Hill Street near Third.

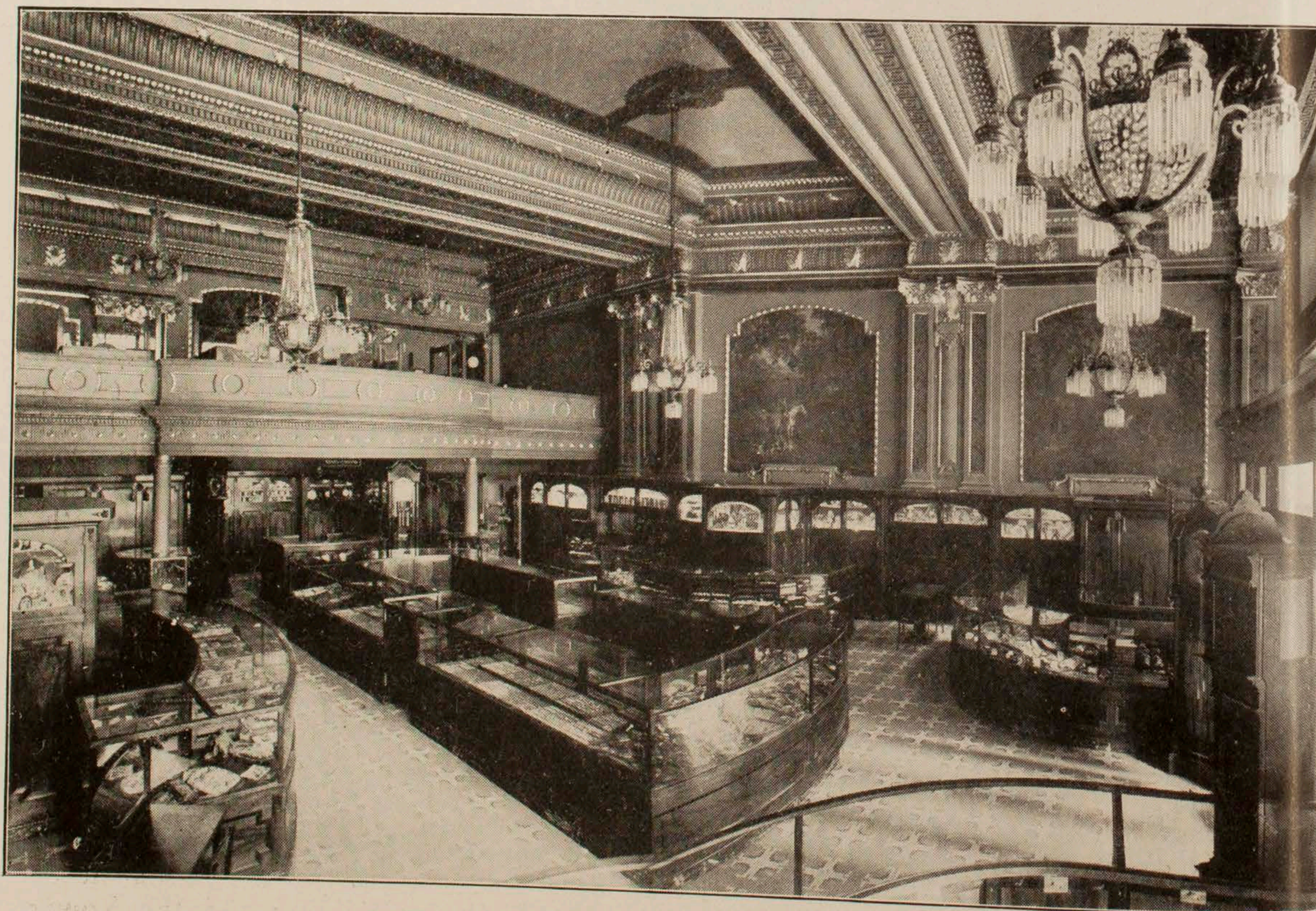
RETAIL DISTRICT—In general terms, this district lies between First and Ninth streets, embracing Hill, Broadway, Spring and Main streets with the numbered cross streets. Hill Street has recently developed into a business street and contains a number of attractive shops, hotels and many cafeterias. Broadway is known as the ladies' street, since here are the numerous establishments, great and all-embracing, or small and choice, which minister to household and women's wants. The shops and large department stores are well equipped with stocks which compare favorably in quality and in freshness of style with the large Eastern cities.

Among several beautiful jewelry stores that of Feagans & Co., in the Alexandria Hotel Building, is the most noteworthy. It presents for the inspection of those who love the artistic, a display of such magnitude and beauty as is rarely presented in any single collection. Here are shown the products of the

world's geniuses, who express themselves in the setting of jewels and the working of precious metals. Here are offered, besides the best in gems, gold and silver ware, watches, clocks, society stationery, small wares in gold and silver and leather—all of the best quality, but so priced as to make this beautiful shop really an economical place at which to secure articles above the ordinary.

The interior of the store with its lofty, sunken panelled ceiling and inset panelled walls, frescoed and tapestried, its large cut-glass electroliers, its art windows, and woodwork and display cabinets of Circassian walnut remind the observer of some stately old salon in the days of a luxury-loving Louis of France. Visitors from all parts of the world have agreed that this place excels in beauty and effectiveness anything they have ever seen in the way of a jewelry store.

It is the policy of Feagans & Co. to express in every way possible a cordial spirit of welcome to visitors. Whether they buy or not, they are shown every courtesy and made to feel that their presence is appreciated. By a cordial spirit of welcome the firm wishes to encourage the public in the custom of com-



INTERIOR FEAGANS AND COMPANY, JEWELERS
Situating in the Alexandria Hotel Building, Fifth and Spring streets

ing freely to this store just to see and enjoy.

Spring Street is more especially the man's street. Here are tailor and men's furnishing establishments; here are most of the steamboat and railroad offices and some of the larger banks. Main Street is a bustling thoroughfare of varied interests carried on by men of half a dozen nationalities, Mexican and Spanish names being in the majority, as the street goes north past the old church and Plaza toward Sonoratown. Los Angeles has a noteworthy number of handsome bank and office buildings scattered through her business streets, among them are the Security Trust and Savings Bank at Fifth and Spring, the First National Bank of Los Angeles at Seventh and Spring, the Times Building on First and Broadway, the Walter Story Building, the Los Angeles Trust and Savings Bank Building, the Union Oil Building, the Van Nuys Building, the German American Bank Building, and the H. W. Hellman Building.

ST. JAMES PARK—About an acre in extent, situated in a fine residence section just off from Adams Street and a block west of Figueroa. The surrounding gardens of handsome homes give it the air of a private park, but it is one of the public pleasure grounds of the city.

SALT LAKE RAILROAD—See Railroads.

SANTA FE RAILROAD—See Railroads.

SAN PEDRO—By the annexation of Wilmington and San Pedro, and by the purchase of a narrow strip of land to connect them with the city, Los Angeles became a seaport with her harbor at San Pedro. The breakwater which protects the harbor cost the Federal government over \$3,000,000, and was ten years in building. It is two and one-eighth miles long, two hundred feet wide at the bottom, twenty feet at the top, and contains three million tons of stone. At its outer end is a lighthouse with lantern of 142,000 candlepower. When the dredging now going on is completed Los Angeles will have one of the most commodious harbors with twenty-two miles of water frontage. The outer harbor may be entered at any time of year without a pilot. The entrance is four thousand feet wide with thirty to forty-eight feet

of water at low tide. The channel leading from outer to inner harbor is five hundred to nine hundred feet wide with a depth of thirty-one feet. Both outer and inner harbors are now being dredged, the former to a minimum of thirty-six feet, and the city is building docks and wharves to accommodate the largest vessels. Over 630,000,000 feet of lumber came into San Pedro in 1912. With the opening of the Panama Canal it is expected that Los Angeles harbor will be thronged with shipping from all parts of the world. At present steamship lines are in operation from Los Angeles to San Francisco, Portland and Seattle, to Panama and the Orient, besides steamboats to San Diego and Catalina Island.

SAN PEDRO PLAZA—Sixth and Beacon streets, San Pedro. A long, narrow strip, containing three and three-tenths acres, bordering the high bluff which overlooks the breakwater and harbor. It is prettily ornamented with flowers and shrubbery, and seats placed here and there afford opportunity to enjoy restfully the comprehensive view of the shipping, the harbor and the blue ocean beyond.

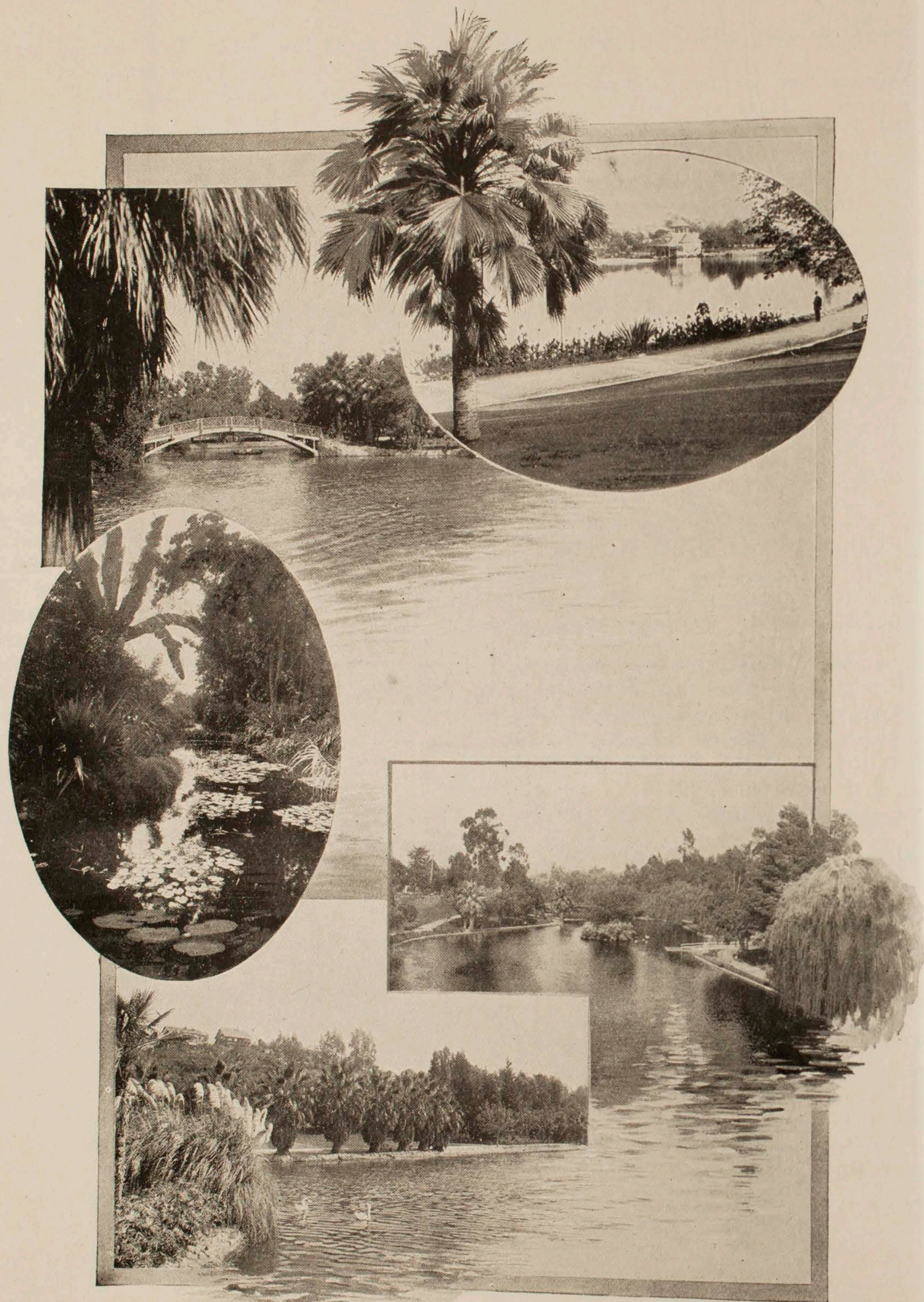
SCHOOLS AND COLLEGES—See Colleges and Schools.

SHOPS AND SHOPPING DISTRICT—See Retail District.

SIGHT SEEING AUTOMOBILES—The Southern California Sightseeing Company operate special touring cars over special routes which are described under Special Pleasure Trips. A tourist who takes any one of these trips is sure to be so highly pleased that he will follow with the rest if he has the time. As routes and schedules change somewhat from time to time, it is best to get their folders from any of the hotels, or from the general offices of the company, sixth floor, Marsh-Strong Building, Ninth and Main streets.

SIGHT SEEING ELECTRIC CAR—See Special Pleasure Trips.

SONORATOWN—North of the old Plaza and Church of Our Lady of the Angels, is a quarter given over wholly to Mexicans and some of their homes are old adobe houses which have stood there since the town was young. Sometimes an old adobe is back in a yard



OUR PARKS

Four thousand restful park acres greet the hosts who come and see and are conquered annually by parks whose semi-tropical trees and eternal "wearing of the green" ooze health and happiness incessantly

almost out of sight, sometimes it has been so freshened by paint or white wash as to be hardly recognized, but a sharp eye will find them. A short distance away is the ancient cemetery where many of the early Spanish settlers are buried.

SOUTHERN PACIFIC RAILROAD—See Railroads.

SOUTHWEST MUSEUM—See Museums.

STEAMSHIP LINES—See Coastwise Steamship Lines.

STEAMSHIP TICKET OFFICES—These are practically all on Spring Street and mainly in the vicinity of Fifth and Sixth.

SOUTH PARK—On South Park Avenue and Fifty-first Street. This park contains eighteen and five-tenths acres. It is a favorite place for picnics. A magnificent double row of palms is one of its distinctive features.

SUNSET PARK—On Sixth Street and Benton Boulevard. This is one of the newer parks of the city, containing sixteen and sixty-five hundredths acres. It promises to be one of the most delightful ones. Like Sycamore Grove, Eastlake and South Parks, it has two fine tennis courts.

SYCAMORE GROVE—On Pasadena Avenue and Avenue Forty-seven. It contains nearly twenty acres and is the favorite picnic park of the city. Every week a dozen or more picnics are held here ranging in numbers from fifty to five hundred. Giant sycamores have inspired its name. Numerous water features, fed from the stream of the Arroyo Seco, add to its attractiveness. Sycamore Grove will form an entrance to the proposed parkway which is to extend through the Arroyo to Pasadena and on to the mountains of the National Park Reserve. This will be one of the finest park drives in the country.

TAXICABS—See Automobiles.

THEATERS—Los Angeles is known as the theater city, where first-class dramatic talent is enthusiastically welcomed and where the drama in general is liberally patronized. Several excellent stock theaters are maintained. There are twenty theaters, and a hundred moving picture shows. There are forty establishments in the city for the manufacture of moving picture films.

The principal theaters of the city are the Morosco New Theater, Hamburger's Majestic, the Burbank, the Lyceum, the Republic, Mason's Opera House, the Century and Auditorium. The first five named are virtually under the management of Morosco. The Morosco New Theater is the house of the Morosco Producing Company, a stock company which brings out new plays. Mason's Opera House produces only most notable plays. It is under the Frohman management.

The Orpheum is the home of the best vaudeville. Other good houses are the Hippodrome, Pantages and the Empress.

The great Auditorium Theater on Fifth Street, between Olive and Hill, with a seating capacity of 4,000, is now the home of Clune's Moving Pictures. It is the largest building of its kind devoted exclusively to the production of high-class moving pictures in the world.

Clune's photo plays, Tally's and Mozart's are among the best of the moving picture shows.

A movement among many of the lovers of drama of the city resulted in the building of a Little Theater, somewhat after the plan of the Little Theater of New York. It is used largely for the production of such serious, intellectual plays as do not always appeal to the general public.

The Mission Play is a peculiar feature of Los Angeles, and a great attraction. It presents a fascinating drama founded on early Mission days and is performed every afternoon and evening (except Mondays) from December to July, in its own playhouse at the Mission San Gabriel, six miles away. (See Mission Play.)

UNIVERSITY PARK—The northwestern part of Los Angeles, west of South Pasadena.

VALLEYS—Surrounded by broken ranges of mountains as Los Angeles is, it follows that valleys are also numerous in the vicinity, ranging in size from small depressions to the wide, fertile levels of San Gabriel and San Fernando valleys.

Antelope Valley embraces about one-fourth of Los Angeles County directly south of the Kern County line. It includes the western part of the Mojave Desert. With water the land is very productive and it is being rapidly settled



THE SIERRAS
From whence cometh Los Angeles water, high up in the Sierras, where nature aerates and cools and pours her bountiful supply of life-giving waters into the aqueduct

and developed. Almonds are raised in this valley in great abundance.

Cahuenga Valley runs west from Los Angeles and is sheltered on the north by the Santa Monica mountains which, by their protection, render the climate of the valley practically frostless. Hollywood, famed for its beautiful homes, is called the Pride of the Valley. Colegrove, Sherman, Sawtelle, Beverly Hills and Brentwood are also in this region. (See Cahuenga Pass).

Eagle Rock Valley lies north, or a little northeast of Los Angeles, between Pasadena and Glendale. Here is the pretty little town of Eagle Rock, on the outskirts of which are the beautiful new buildings of Occidental College.

La Habra Valley is east of Los Angeles, and a little south, in the Puente Hills. Whittier, a thriving town of 7,000 people, the seat of the Friend's College and of a State Reform School, is in this valley.

La Canada is five miles north of Pasadena, and about three miles from Glendale. The word means a wide canyon. This is one of the most picturesque spots in Southern California. The average elevation is fifteen hundred feet.

Los Nietos Valley is southeast of Los Angeles, a fertile, well watered section.

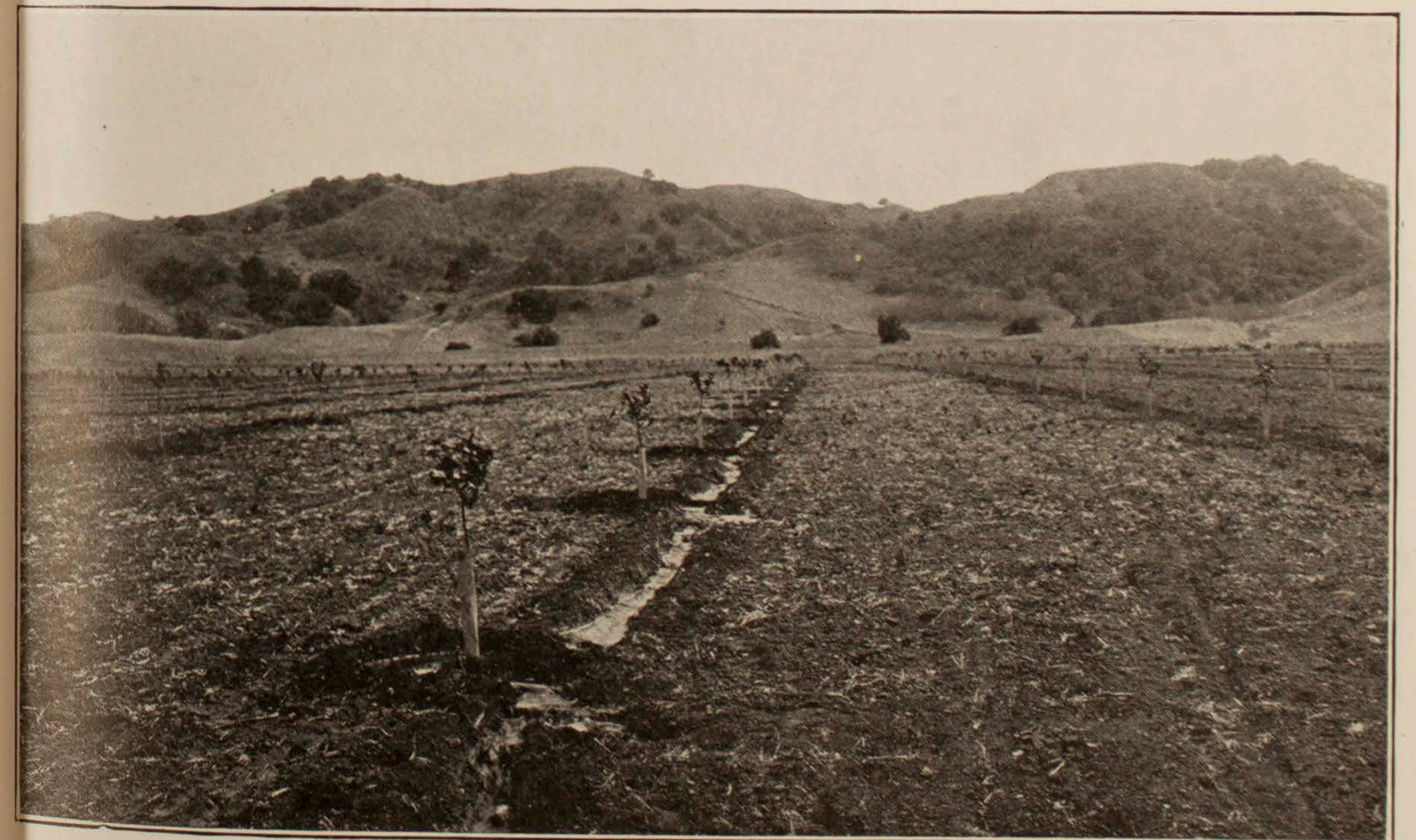
Pomona Valley adjoins San Gabriel Valley on the east, the chief town is Pomona, a rapidly growing city with a population

of nearly 15,000. Pomona is surrounded in every direction by orchards of citrus fruits, apricots, peaches, prunes and olives.

San Fernando Valley is northwest of Los Angeles, lying between the Sierra Madre and Santa Monica mountains, a broad, level, wonderfully fertile plain comprising about 120,000 acres, which has been found to be especially adapted to peaches, though citrus fruits flourish here also. There have been wonderful developments in this valley within the last few years. New towns have sprung up almost over night, and old towns have taken on new life.

The new San Fernando electric line—the opening of great asphalt boulevards connecting with Los Angeles—the coming of Owens River water—the swift commercial awakening of historic San Fernando—the extreme fertility of the soil and strikingly low prices of acreage—are conditions that must precipitate a veritable rush for San Fernando Mission lands.

The extension of the Pacific Electric Railroad system to the western end of the valley, where the new town of Owensmouth is situated, the extension of electric light service through the valley, the planting of orchards where once were barley fields are part of recent improvements. The old San Fernando Mission is in this valley. (See Special Pleasure Trips).



LEMON ORCHARD, NORTH WHITTIER HEIGHTS, SAN GABRIEL VALLEY

San Gabriel Valley—This beautiful and historic valley, stretching eastward from Pasadena to the San Jose hills and from the Sierra Madre mountains on the north to the Whittier hills on the south, is one of the veritable garden spots of Southern California. Sheltered on the north by the majestic range of the Sierra Madres and blessed with wonderfully fertile soil and a climate of unusual charm, it was, from its first discovery, a favorite of the old Franciscan fathers. Here they founded one of their first and most prosperous missions called San Gabriel, portions of which are still preserved and used.

Later years have brought wonderful developments, both in agriculture and the building of many beautiful towns. Pasadena, the principal city, whose Indian name means Crown of the Valley, is famous all over the world, and Alhambra, Monrovia, Azusa, Duarte, North Whittier, Glendora, and Covina are other flourishing centers, each in the heart of a rich agricultural district. Around these towns and out through the valley are hundreds of beautiful country homes.

Scientific irrigation and cultivation of the fertile soil have made the Valley as rich as Nature made it beautiful. One may ride all through it on splendid boulevards amid thousands of acres of orange, lemon and walnut groves and productive

gardens in which are grown all kinds of sub-tropical fruits, plants and flowers.

WATER SUPPLY—See Aqueduct.

WESTLAKE PARK—This park comprises thirty-one and fifteen hundredths acres. It is situated in one of the finest residential districts at Seventh and Alvarado streets. The park contains a lake covering eleven acres, much used for boating and canoeing. There are many fine views from the park. It contains fine trees and beautiful flowers and shrubbery.

WILMINGTON—This town was annexed with San Pedro to form the Port of Los Angeles. Wilmington is on the inner harbor. It has been raised from seven to ten feet by depositing upon its surface the sand dredged from the harbor.

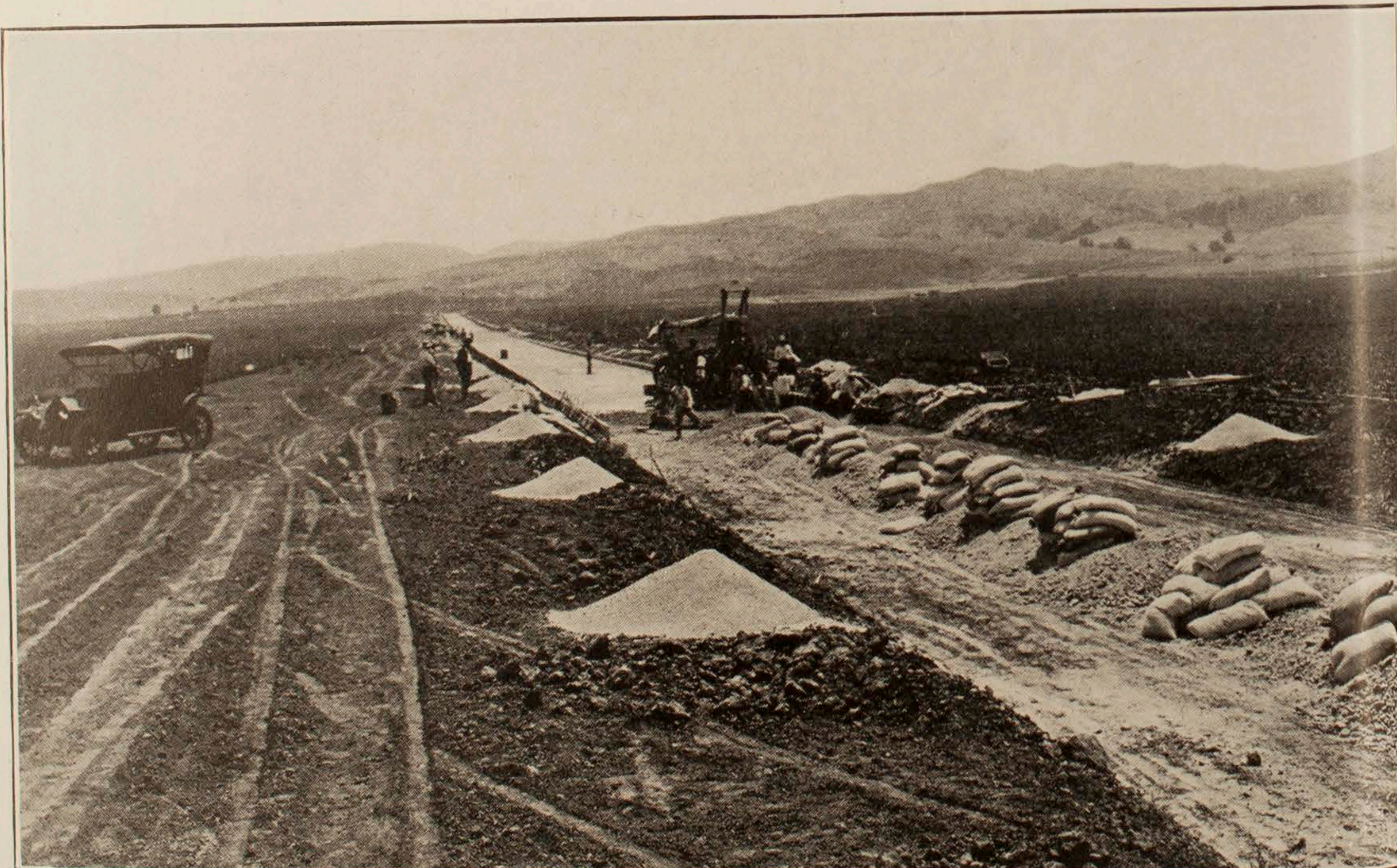
WILSHIRE BOULEVARD—A fine wide street famous for the beautiful homes which line it on both sides and extending down the cross streets in both directions. It extends through the western part of the city from Westlake Park.

WHOLESALE DISTRICT—Mainly from Main Street east.

YOUNG MEN'S CHRISTIAN ASSOCIATION—See Clubs, Societies and Lodges.

YOUNG WOMEN'S CHRISTIAN ASSOCIATION—See Clubs, Societies and Lodges.

ZOOLOGICAL COLLECTION—Called usually Wild Animal Farm. Near Eastlake Park.



SOLID CEMENT ROAD, NORTH WHITTIER BOULEVARD, NORTH WHITTIER HEIGHTS



You Will Not Get a Complete Idea of Southern California Unless You See NORTH WHITTIER HEIGHTS

Orange, Lemon, Avocado and Walnut Lands

The accumulated experience of citrus experts has been used in developing this wonderful new district to a perfection only possible where water, soil, location, and climatic conditions are of the best. Located in the "World Famous" Whittier section, only 16 miles east of Los Angeles, a short and beautiful ride by auto over a splendidly paved boulevard. The Salt Lake Railroad skirts the land on the north line and the Southern Pacific main line passes within one mile of the property. North Whittier Heights was formerly a part of the great estate of E. J. ("Lucky") Baldwin and is in the richest section of the famed San Gabriel Valley.

A Home and An Income

A business man can have an orange grove home here that will produce a large income, and still go to his office or place of business in Los Angeles every day. He can also have the satisfaction of knowing that he has a home, with a wonderful view of mountains and valley, and where the conditions of life are as nearly ideal as can be found in all the world.

We extend you a cordial invitation to go out with us by auto to see this citrus Empire in process of development. The property is being sold in planted and unplanted tracts of 5 acres and up and on easy terms if desired. We also have orchard experts who care for young groves for non-resident purchasers. We are confident if you once see this property and investigate its merits as an investment and its desirability as an ideal home, you will secure a portion of it for yourself.

We shall be pleased to show you North Whittier Heights. Call upon us or mail the coupon attached hereto for our free descriptive folder and map of Southern California.

References: Chamber of Commerce, Los Angeles Realty Board or First National Bank of Los Angeles, Cal.

EDWIN G. HART

Manager and General Sales Agent

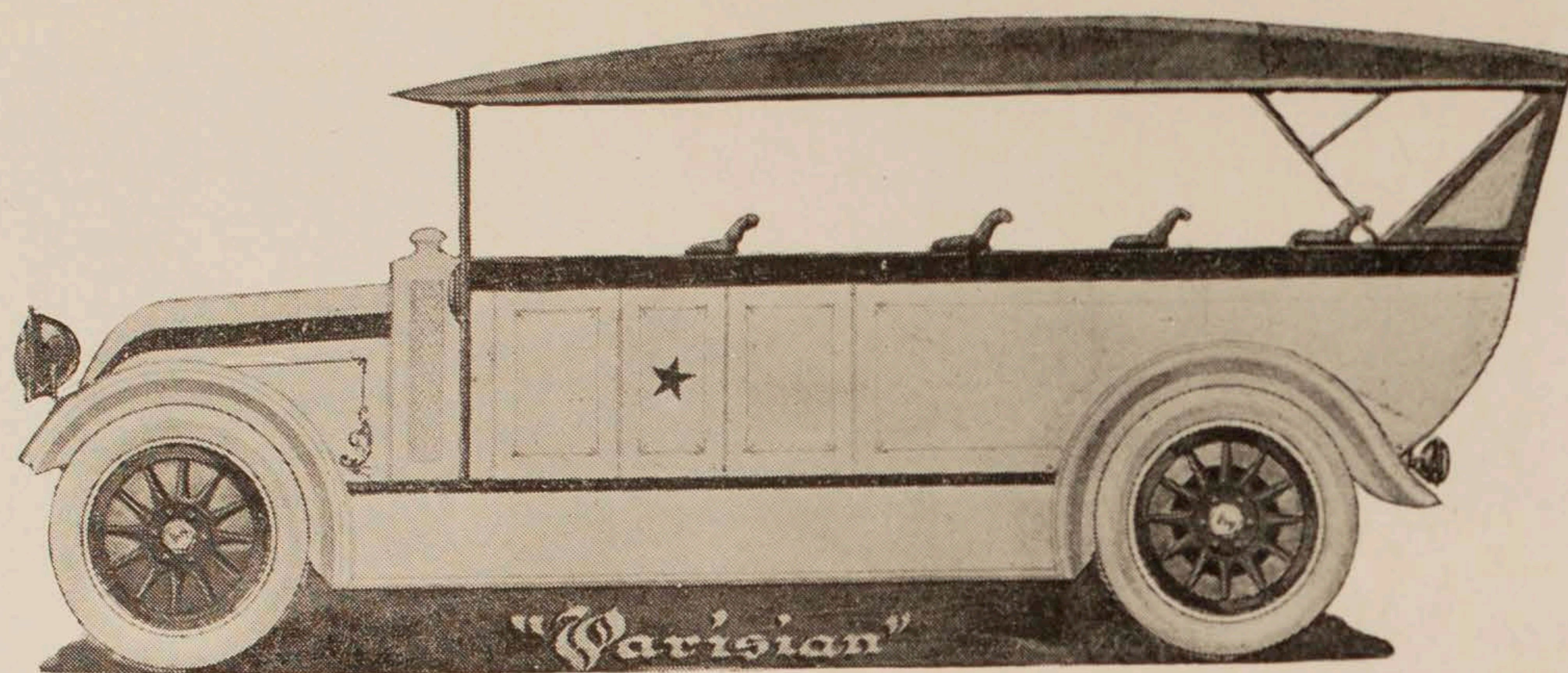
917-923 Union Oil Building, 7th & Spring Sts., Los Angeles, Cal. Phones: 10421—Main—2606

Please send descriptive folder of North Whittier Heights and map of Southern California free to
Name _____ Address _____

Something



Different



The Ideal Way to See California

TOUR OF THE LOOP.

A six-hour motor trip covering interesting parts of San Gabriel, Verdugo, San Fernando and Cahuenga Valleys—a picturesque route from Los Angeles through mountain valleys and cities to the popular seaside resorts.

ORANGE BELT SPECIAL.

A one-day motor tour covering interesting parts of Los Angeles, Riverside and San Bernardino counties, traversing the big orange belt, including Riverside, Redlands, and San Bernardino, up beautiful Smiley Heights and to the summit of Mt. Rubidoux with snow-capped Mt. Baldy and Greyback in full view.

SAN DIEGO LIMITED.

A two-day motor tour covering interesting points in Los Angeles, Orange and San Diego counties—a wonderful trip through mountain, valley and along the sea, past Mission ruins and the caves of La Jolla to the "Harbor of The Sun." Connections made at San Diego for City Tours, the Imperial Valley and Tia Juana, Mexico.

SANTA BARBARA SPECIAL.

A delightful two-day motor trip following the Coast and portions of "El Camino Real" (the King's Highway) past many historic points to Santa Barbara, sometimes called the Mission City and noted for its splendid homes.

Southern California Sight-Seeing Co.

Gen. Offices: 6th Floor Marsh-Strong Building, Los Angeles, Calif.

(Connections with steamships to and from San Francisco, San Diego and other points.)

BY SPECIAL ARRANGEMENT ONLY.

"The Harbor City Loop" is a seven-hour trip from Los Angeles, reaching Long Beach, San Pedro, Point Firmin, Clifton-by-the-Sea, Redondo, Inglewood and other interesting points. "The San Fernando Valley and Aqueduct Limited" reaching Burbank, San Fernando Mission, Newhall Tunnel, the great Aqueduct Gates, Van Nuys, Lankershim, Beautiful Sherman Way and Cahuenga Pass.

BEAUTIFUL PANORAMIC VIEW.

Your name and address will bring you this lovely view, also detailed information as to the best and cheapest way to see the most desirable points in Southern California, including the great Panama-California Exposition and the interesting side trips around San Diego and over the border into Old Mexico.

Address Exposition Travel Department.

SPECIAL SERVICE FREE.

We are prepared to arrange Hotel, Apartment Hotel, Apartment House, or Private Home accommodations in Los Angeles or San Diego, which are first-class in every respect at lowest cost. Upon request we will arrange for our representative to meet tourists at the depot or boat landing to assist them in every possible way.

Address Hotel Department.

SPECIAL PLEASURE TRIPS

HOW TO SEE SOUTHERN CALIFORNIA BY BOAT, TRAIN, TROLLEY OR AUTOMOBILE

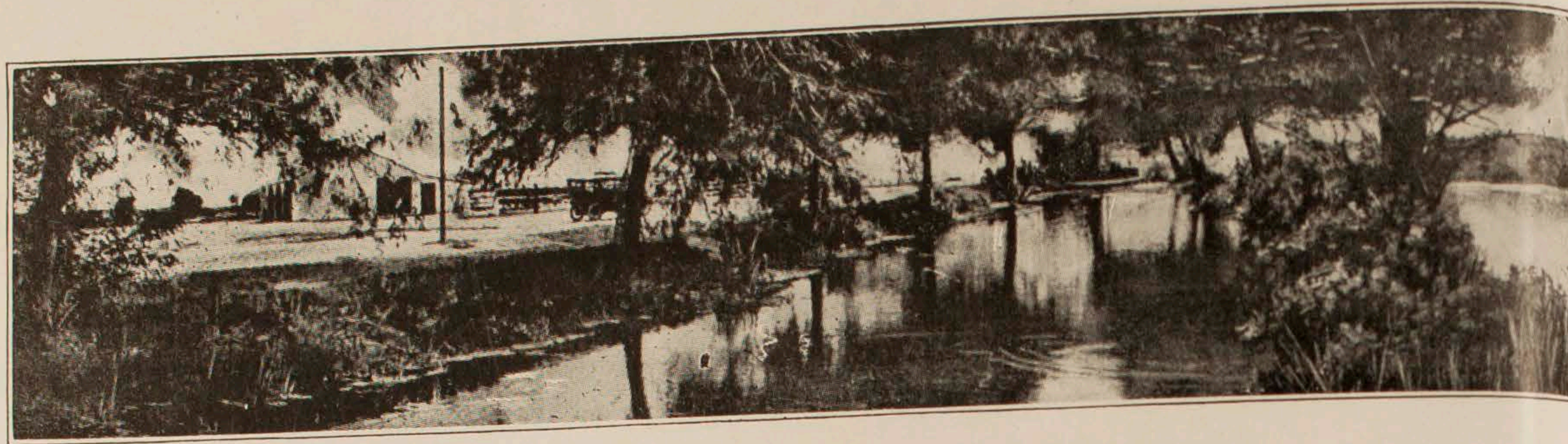
The following descriptive trips will prove of great assistance as a guide to the tourist who wishes to visit the many places of interest in the vicinity of Los Angeles.

Each of these trips begins and ends at Los Angeles, and there are many others equally interesting; in fact, a tourist can easily devote a month to sightseeing, visiting a different place every day, and if he desires be at his hotel in Los Angeles almost every night.

SPECIAL PLEASURE TRIPS—There are so many delightful short trips leading out from Los Angeles in every direction that the tourist is constantly lured away from the city to the beaches, the mountains, the orange groves, the missions, and the near-by towns. Weeks can be spent in seeing fresh and interesting sights in the vicinity every day, so that one is tempted to make use of an Irish bull to say that the chief delights of Los Angeles are the pleasant and easy ways of getting somewhere else. However, Los Angeles herself is full of attractions and there are organized trips for seeing the city as well as for taking the tourist outside. If one has the time it is best to take both the sight seeing automobile, and the sight seeing trolley trips in the city as, except for a portion of the business streets, they cover different routes. There are a number of sight seeing automobiles operated by different companies. They start about ten in the morning and two in the afternoon, making stops for passengers at the principal hotels. A half-hour before starting time they may be found along Hill Street, Broadway or Spring. The fare is \$1.00. The route first goes over the main business streets, and the principal banks, office buildings and other institutions are pointed out. Then follow the old Plaza and historic Church of Our Lady of the Angels, the adobe homes of the early settlers, the old

cemetery where some of the founders are buried, the city oil belt, the City Hall, Federal Building and County Court House, the Times Building, Fort Hill, Angels' Flight, Central Park and its surroundings, Westlake Park, Sunset Park, Occidental Park, Luna Park, Wilshire Boulevard and West Adams Street with their beautiful homes, the residences of many distinguished people, handsome churches, residential "places," "squares" and "parks," the bungalow district with its wondrous variety of bungalows which have cost as much to build as three-story mansions, Singleton Court with the ruined home and the barn resembling a handsome church, handsome family hotels and apartment houses, school buildings and hospitals, the whole a short half-day's ride, but giving a most interesting general view of the city and its institutions.

The "Seeing Los Angeles" observation trolley car leaves the Pacific Electric station at Sixth and Main streets every day at two p. m. The trip covers forty miles, takes three hours and the price is fifty cents, which includes free admission to the Pigeon Farm and Los Angeles Ostrich Farm. Eastlake Park and the Alligator Farm are also visited, all exceedingly interesting places which are described in the body of this book. The principal buildings of the city are passed, business streets, churches and many handsome residences.



THE FLOW FROM ONE WELL ON JAMES RANCH

ALFALFA DISTRICT: Alfalfa has come to be recognized as the best food for stock and especially good for dairy cows and hogs.

The world's biggest producing alfalfa county, according to the recent Census, is Fresno County, California. One of the most fertile sections of this county consists of the big 72,000 acre James Ranch which, in situation, soil and general conditions, is the most desirable section of the chief alfalfa county.

By means of one of the greatest deals in land ever consummated in California, the James Ranch consisting of 72,000 acres, has been opened to colonization by the San Joaquin Valley Farm Lands Company.

This great tract of land—113 square miles—in ranches of from 10 acres to 200 acres, is now on the market.

Included in the directorate are Marco H. Hellman, vice-president of the Merchants National Bank; E. T. Stimson, lumberman; W. E. Keller, president of the Globe Grain and Milling Company; W. L. Valentine, oil operator; and Victor G. Kleinberger and F. H. Edwards, promoters of many large acreage projects. The two latter, who carry on a joint business in Los Angeles and who have handled some of the largest subdivision propositions undertaken in that city, have control of the selling of the James Ranch.

There is no crop that gives a better, quicker and surer cash income than alfalfa, and this income is the key of success for the beginner in the business of farming. There is no crop easier to handle or to take care of than alfalfa.

Four crops of alfalfa may be grown the first year, and after that six or more crops can be taken from the land. If the land be the same

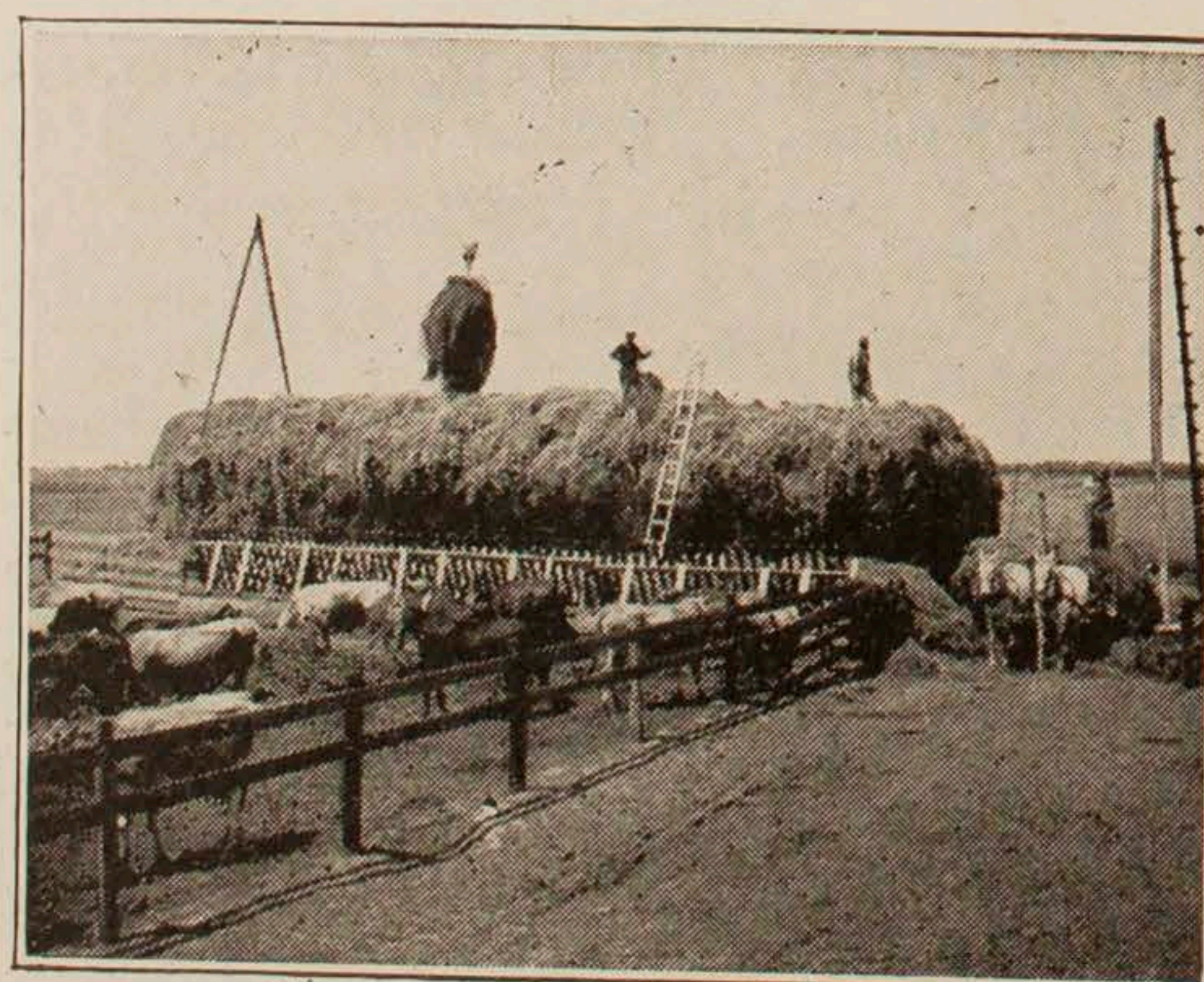
as that of the James Ranch, it should yield one and one-half to two tons to the acre at each cutting. Now an acre of alfalfa will support two cows for a year. How quickly then is the owner of an alfalfa ranch started upon the road to independence and prosperity.

The most convenient, easiest handled combination in ranching is alfalfa growing and dairy farming. It is a most productive plan, a plan that eliminates every vestige of waste. Every single iota of production is realized upon and turned into milk, butter, eggs and pork, which can always be turned at short notice into good round American dollars.

What surer means of reaching the state of financial independence than a combined alfalfa and dairy farm on the James Ranch? The great fertility of the soil, the cheap and abundant water, the conditions so well suited to the growing of alfalfa, the fine transportation facilities and the many points near at hand where markets may be secured, the all-the-year-round growing season—all these conditions tend to make the James Ranch one of the most inviting and surest propositions ever offered the prospective farmer who knows the possibilities of alfalfa and dairy farming combined. James Ranch has every advantage—it awaits the coming of the right people to grasp the opportunities that lie idle and to help develop its wide and fertile stretches.

The James Ranch is divided into ranches ranging in size all the way from 10 to 100 acres and upward. These ranches are sold under the most favorable terms and at prices remarkably low in comparison to values in other places for equally good land.

The raising of hogs is one of the greatest sources of wealth on the alfalfa ranch. Hogs



BIG
YIELDS
OF
ALFALFA
ON
JAMES
RANCH



thrive wonderfully on alfalfa and in this climate they breed the year round. Grow alfalfa between the trees, then let the hogs grow on the alfalfa—three sources of wealth on one piece of land.

The land is all level. There are no stumps to pull, no hummocks to level, no stones to haul away and no sagebrush to clear. **The land is already plowed and ready at any moment with but little further expense.**

The soil is easily tilled and ranks with the best in this state. With ample water supply



HAS FLOWED FOR OVER 38 YEARS

it has, it will produce **any crop which the climatic conditions will permit.**

The company has founded a large experimental farm of 700 acres where the beginner may learn anything that he needs to know about any branch of farming and fruit growing. He may learn what is the best for him to secure in the way of utensils, seed, trees and stock.

In a nutshell the advantages of the James Ranch are as follows—a mild climate with a maximum of sunshine; an entire absence of

cold and driving storms; rich sedimentary soil that can never waste by erosion; a well developed irrigation system and plenty of water; lower water rates than in other sections; every condition that ensures heavy and continuous crops of alfalfa; ideal conditions for dairy farming and stock raising; a long growing season; and, last but not least, the opportunity to secure high-class ranch lands at prices that are astonishingly low, and terms exceptionally easy.

Detailed information regarding James Ranch is furnished free by Victor G. Kleinberger and F. H. Edwards, subdividers, 200 H. W. Hellman Building, 4th and Spring Streets, Los Angeles. Excursions to this district are run from their offices at reduced rates every Friday.

The following coupon will bring any special information you may desire in regard to the many other crops that can be grown on James Ranch.

ALFALFA
BERRIES
PEACHES
APRICOTS
ALMONDS
GRAPES
RAISINS
FIGS
CHICKENS
Investment

San Joaquin Valley
Farm Lands Co.
200 H. W. Hellman
Bldg.

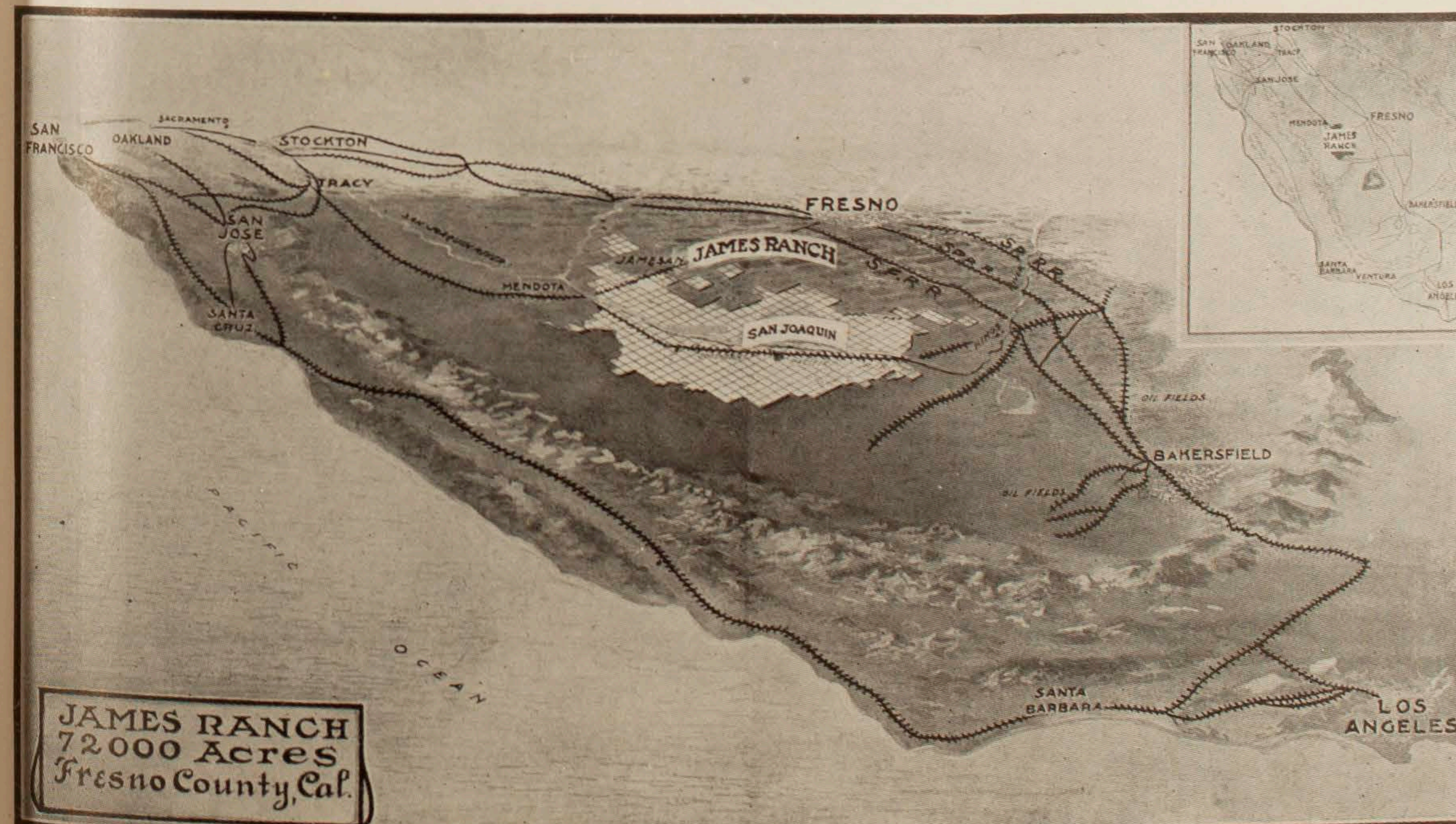
Gentlemen:

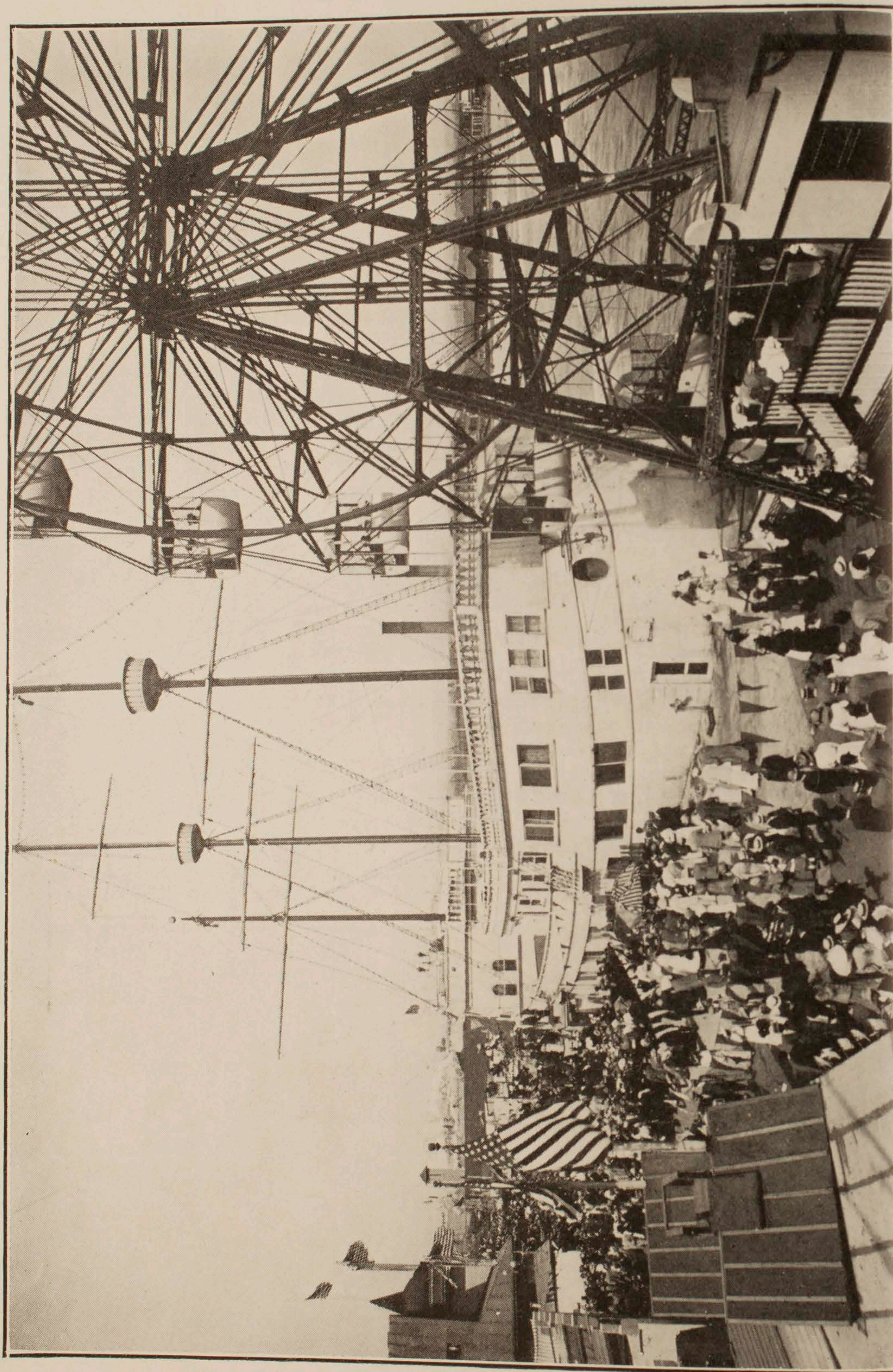
Please send me illustrated literature regarding the James Ranch. I have checked the item that interests me particularly.

Name

Address

County





A GLIMPSE OF THE AMUSEMENT PIER AT VENICE, WITH THE GOOD SHIP-CAFE CABRILLO AT THE WHARF

BALLOON ROUTE TROLLEY TRIP—

This trip gives a whole day of pleasure and sight seeing for \$1.00. The ride is one of great scenic beauty, paralleling the mountains to the sea; then for twenty-eight miles it skirts the ocean, including ten beaches on its way with stops at the principal ones. The route goes first through the tunnels, past the oil district, Elysian and Echo parks, through the beautiful streets of Hollywood, and the Caluenga Valley with its groves of orange, lemon, walnut and fig trees, through Sherman with its power plants, shops of the Pacific Electric Railway and homes of the company's employes mostly owned by the men themselves; past the Los Angeles Country Club, with its pretty white club house and five hundred acres of rolling fields; past Beverly Hills and its handsome hotel, and on to Sawtelle and the Soldiers' Home. Here there is a stop to walk through the handsome grounds of the Home. Superb double rows of Norfolk Island pines are the most striking feature of the place, but there are many other handsome trees and shrubs and beautiful flowers. The plashing streams of a large fountain make rainbows in the sunshine and fall pleasantly on the ear. This home comprises forty-five buildings and seven hundred acres of land. It is one of the four original Soldiers' Homes established by the United States Government. There are



National Soldiers' Home at Sawtelle; the abiding place of about 3,000 veterans

now nine or ten. The inmates number over three thousand. Besides food, shelter, clothing and care in sicknesses, provision is made for their recreation. In Amusement Hall facilities for games of



Ocean Park bathing beach and bath house. Beautiful strand where thousands are entertained

all sorts are furnished, and a library of over eight thousand volumes and 114 periodicals provides the men with plenty of interesting reading. The sad note connected with all this is that the deaths among these veterans average nearly one a day. On a near-by hillside is a beautiful cemetery connected with the home. In this vicinity was the famous Wolfskill ranch, comprising 3,800 acres. From the Soldiers' Home the car goes on to Santa Monica and the sea.

Santa Monica is fourteen miles from Los Angeles, the nearest of the beaches. Linda Vista Park extends along the bluff above the water and makes a lovely picture, with its shrubbery and bright pink moss borders outlined against the blue ocean. Santa Monica is a beautiful city of 20,000 population built on a high plateau and extending for two miles along the ocean. Mountains, cleft by picturesque canyons, bound it on the north and east, and form a setting in sharp contrast to the modern city which they almost encircle. Santa Monica is a happy combination of a city of permanent and beautiful homes, with wide, beautifully shaded streets, splendid boulevards, fine schools and churches, and an all-the-year-round seaside resort of unusual attractions. Surf bathing is pleasurable almost every day in the year, the fishing is exceptionally fine and there is a splendid concrete pleasure pier sixteen hundred feet long and fifty feet wide built and owned by the city. The Cafe Nat Goodwin is a most attractive place, built on a pier over the sea, affording from its dining rooms, sun parlors and roof garden unobstructed views of the beach and ocean. The service is of the best.

VENICE

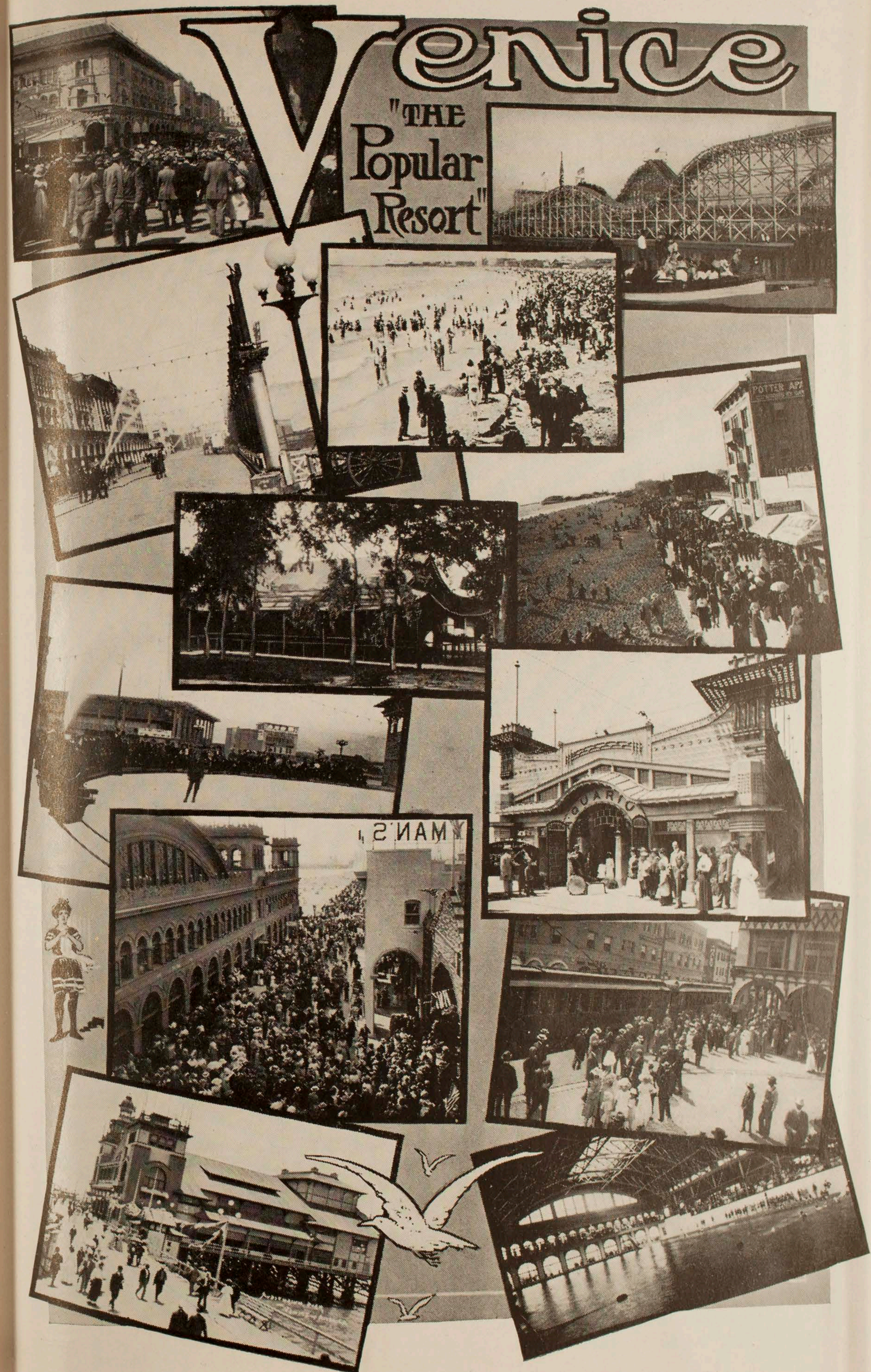
14 Miles from Los Angeles

is a city of Amusements and Homes

is quickly reached by Electric Cars
and Autos

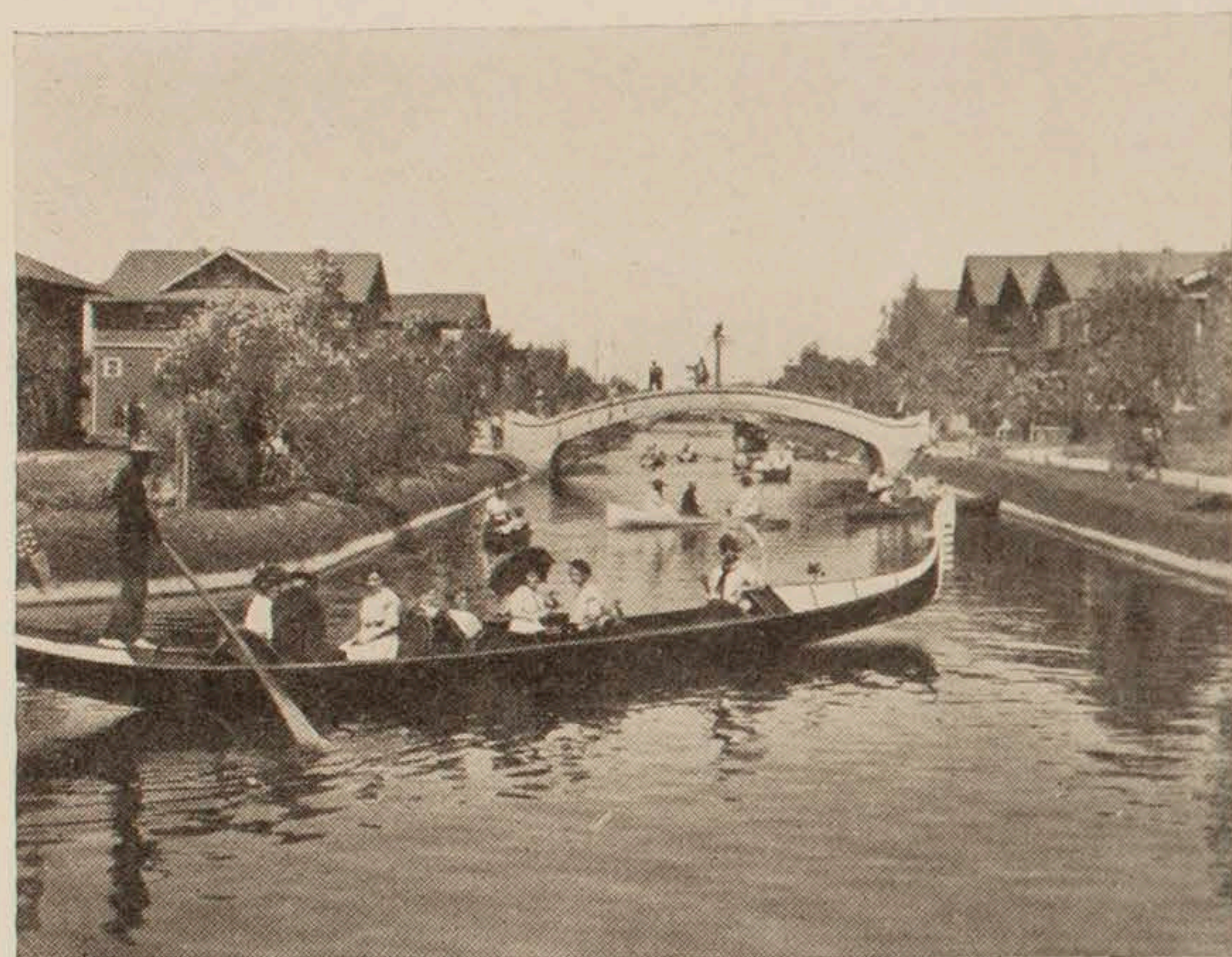
has many Hotels, Apartment Houses and the best equipped Bungalow and Villa City in the World for the accommodation of visitors.

Venice Chamber of Commerce
VENICE, CALIFORNIA



Oceanside and country drives offer opportunities for motoring, driving and riding. The ocean drive along the cliffs a hundred feet above the surf is wonderful for scenery. A famous automobile race is held annually on the Santa Monica Boulevard, and each contest sees the world's record lowered. Half a dozen moving picture concerns have producing plants in or near Santa Monica, the scenery and climate being peculiarly favorable for the work.

From Santa Monica the car passes for two miles along the boulevard on the



The canals at Venice; replicas of those of the city of far Eastern lore

water's edge and then the beaches come in quick succession, Ocean Park, Venice, Playa del Rey, El Segundo, Manhattan, Shakespeare Beach, Hermosa Beach, Moonstone Beach and Redondo, each one with its own especial attractions. Venice is the Mecca for thousands of pleasure lovers, but it is more than this; it is a rapidly growing city of apartment houses and homes, with a population of over 8,000. It is built in imitation of its European prototype, with winding canals edged by brilliant pink moss, and high bridges under which the gondolas can pass. Along the great pleasure pier, and within a short distance from it, is every device and equipment known to amusement resorts. There is also an enormous bath house, an auditorium and a most interesting aquarium. A miniature railway with a train of seven cars winds in and out among the canals for a two-mile trip. A scenic railway offers a ride in the clouds. In St. Mark's Plaza a good band plays every afternoon and

evening, and the square is filled with seats for the listeners. A ship drawn up at the pier is made over into an excellent and picturesque cafe; booths and small shops offer all sorts of wares. Every inch of the place is full of life and interest. At Playa del Rey (the playground of the king) is a lagoon for bathing and boating. El Segundo is a new industrial city. Here are situated the great refineries of the Standard Oil Company. At Ocean Park is a pleasure pier and there are the usual amusement features. At Moonstone Beach a stop is made and all have an opportunity to gather the moonstones and other pretty pebbles which abound on this beach. Jasper and water agates, as well as moonstones, are found. Redondo Beach is one of the larger resorts. Here is a very large hot salt water plunge bath recently built at a cost of \$200,000. The building contains three pools, the largest being 70 by 157 feet. The babies' pool is 30 by 70 feet, with water from one to two feet deep. In the high diving pool the water is nine feet deep. There are also in the building tub baths of every description, sun parlors and every convenience. The surf bathing at Redondo is very fine. The place has also a wide reputation for fishing, which is good at all seasons of the year. There are all sorts of amusement features here, hotels and a tent city among the trees. There are restaurants on every hand and here the car stops long enough for the fish dinner which every one is ready to enjoy. On the return a stop of nearly two hours is made at Venice, and Los Angeles is reached about half past six.



The "Paseo" at Redondo Beach, one of the nearby amusement resorts of Los Angeles

KITE SHAPED TRIP—This is a trip over a double loop of the Santa Fe Railroad, including Redlands, Riverside and San Bernardino, with the hundreds of acres of orange groves surrounding them, and many interesting smaller towns. No part of the route is passed over twice in going and returning. About a two hours' stop is made at both Redlands and Riverside, long enough for an automobile ride in each place, which will show the beauties of the surrounding scenery. The train leaves the Santa Fe station, Los Angeles, at 8:30 a. m. and reaches there in return at 6:10 p. m., after a day of wonderfully delightful experiences. An observation parlor car, built and decorated on mission lines, carries the kite-shaped track excursionists. The double loop of the route is in the form of a figure eight, the larger loop being between Los Angeles and San Bernardino, where the two loops join. The smaller one is between San Bernardino and Mentone, including in its circle, Arrowhead, Highlands and Redlands.

On leaving the Los Angeles Santa Fe station at Santa Fe Avenue and First Street, the train passes first through Highland Park, the former seat of Occidental College, and Garvanza, where is the art building of the University of Southern California, both towns a part of Los Angeles. Then comes South Pasadena and at the right the Raymond Hotel stands out conspicuously from its flower-decked grounds. A few miles further and the live oaks of Lamanda Park are reached, and next is Santa Anita, the great "Lucky" Baldwin ranch, comprising during his lifetime 49,000 acres of orchards, vineyards and grain fields. Sierra Madre is passed, a beautiful little town of 1,600 population nestling in the foothills of the mountains. Monrovia is also a beautiful foothill town one thousand feet above the sea level with views that, like those of Sierra Madre, are unsurpassed. Duarte and Azusa follow. Although the present town of Azusa was established in 1887, its history goes back to the early history of the State. It was a part of one of the old Spanish and later Mexican grants, and the ranch of which it was a part then consisting of 4,431 acres, was purchased in 1844 by Henry Dalton, who married the Senorita Zamereno. It became a trading settlement, where Spaniards and Indians pursued their vocations of hunting, herding and planting, weav-

ing, blacksmithing and saddle making. In 1865 the first school-house was built, the walls of brush woven between poles, the floor of earth and the roof of shakes. Here the Mexican youths were taught the rudiments of knowledge. Fine school buildings of the most modern type have replaced the brush shelter of early days. Covina, Glendora, San Dimas, North Po-



Orange groves, cities and snow-clad mountains. A vista from Smiley Heights, Redlands

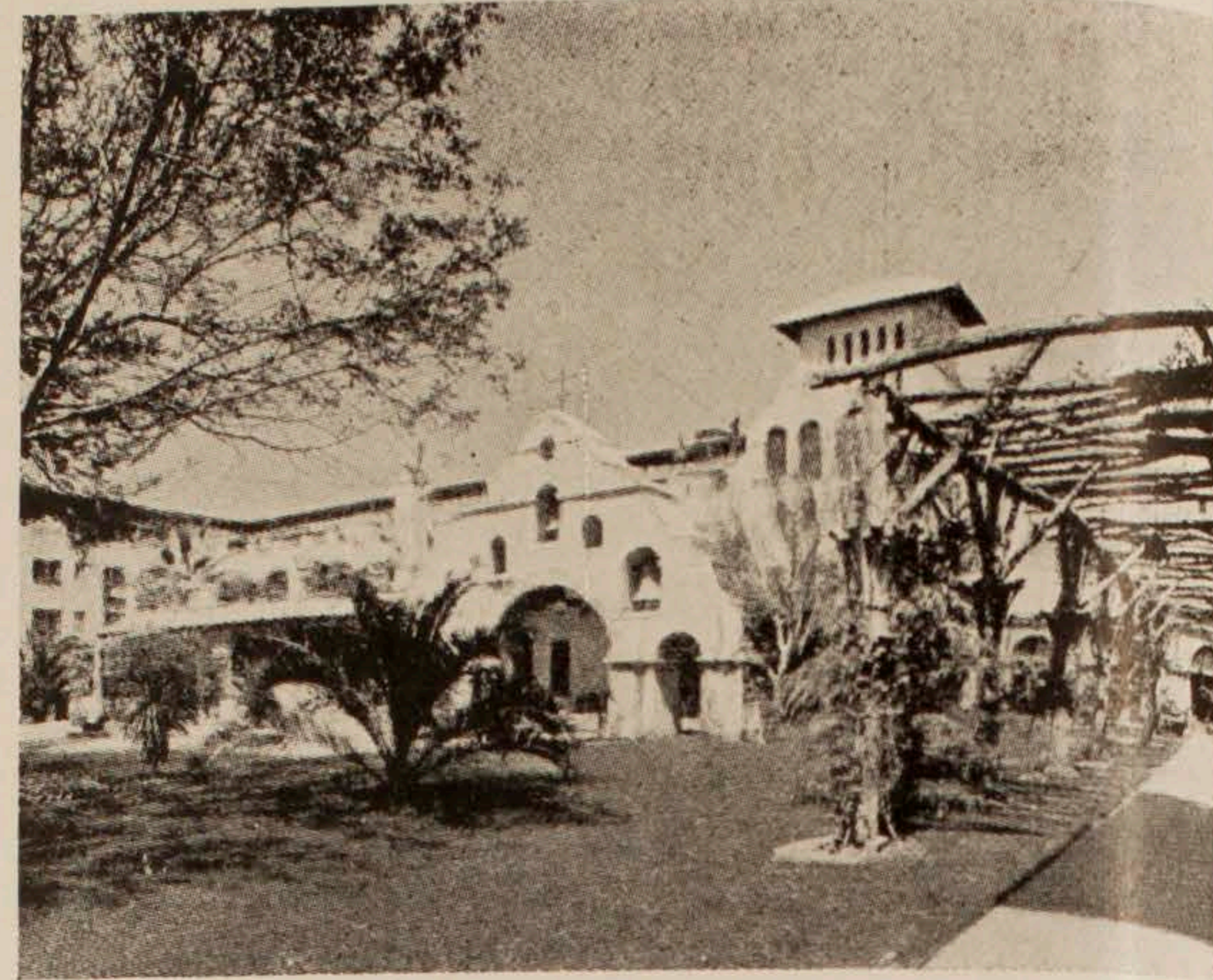
mona and Claremont are passed in quick succession, linked together by fruitful orange groves where fragrant blossoms fill the train with perfume. Claremont is the seat of Pomona College (see Colleges and Schools). Cucamonga, just beyond, was a settlement on the old stage road between Los Angeles and San Bernardino. A little further and we reach San Bernardino, the intersection of the two loops. This city, the county seat of San Bernardino County, is one of the oldest of American Southern California towns, having been settled by Mormon colonists in 1851. It has an elevation of over a thousand feet, and is a mining as well as citrus fruit growing center. The scenery around San Bernardino beggars description. Ranges of mountains appear, one behind the other, with lofty white peaks rising high above the general range. When, in winter, all are clothed in snowy white, the contrast with the smiling green valleys below makes a scene of indescribable beauty.

Six miles north from San Bernardino, Arrowhead station is reached. This is the station for the Arrowhead Hot Springs, which were famous with the Indians for their medicinal virtues long before the white man came; they bubble out of the mountain side boiling hot and flow down a ravine in a

steaming stream, while down another ravine but a short distance away a pure, cold mountain stream is flowing. On the face of the mountain, visible for thirty miles away, is the plainly marked perfect figure of an arrowhead, 1,115 feet in length and 396 feet in width, drawn or sculptured on the mountain side without a flaw. Differing from so many mountain symbols, it needs no imagination to trace its sharply cut outlines. The figure is made in a growth of white sage springing from light gray decomposed granite. The background is dark earth supporting a thick growth of dark green chaparral. It has been there as far back as the brain of man can trace it, back to the days when the first white men learned to speak with the Indians and were told that for their ancestors the great arrowhead pointed the way to the healing springs. They have a legend that it was made by a fiery arrowhead hurled from the sky in a battle between two warrior gods. Whether God-made, man-made or nature-made, we cannot tell. We only know that Time has not blurred its outlines and the ravages of the elements have made no impression upon it.

A few miles further and Highlands is reached, picturesque in situation, and surrounded by orange groves on every hand. Then comes Mentone, the extreme point of the smaller loop, where the train swings around on the return trip, but there is no repeating, for new towns and new scenery greet the eye at every curve. Redlands, sixty-six miles from Los Angeles, is reached soon after eleven. Here there is a stop of two hours and ten minutes, long enough for a drive up Smiley Heights, through Canyon Crest Park and along the tree-lined avenues, between groves of oranges, through some of the most beautiful portions of this beautiful city. North, east and south, the snow-tipped mountains lie round about it; on the west the valleys open. Orange groves are everywhere, surrounding the handsome homes or covering the level acres of the valley. Handsome churches and schools and a beautiful library building add to the attractions of the city.

After luncheon at Casa Loma, one of the charming hotels of Southern California, the trip proceeds, through Colton to Riverside, which is reached at 2:15. Here time is allowed for an automobile ride through the principal streets, like those of Redlands, shaded by graceful



Riverside Mission Inn, famous for its architecture, its Mission furnishings and unbounded hospitality

pepper trees and eucalyptus with orange and lemon groves everywhere; and up Roubidoux mountain, where the field of vision is widened at every foot of rise. Then back to the famous Glenwood Mission Inn. There is time enough left to examine the court, the library, the cloisters and music room. It is a place so full of interest and beauty that everyone must leave it with regret. Automobiles for the drive meet the incoming trains. (See Chapter on Hotels of Southern California.)

After leaving Riverside, the train passes through Arlington, Corona, Richfield, Placentia, La Mirada, Los Nietos, Whittier and Rivera, all pretty, growing towns where citrus and deciduous fruits and walnut trees flourish. At Whittier, in the Puente hills, is a Friends' College, and the State reform school. Rivera is the center of the walnut growing industry. At 6:10 La Grande station, Los Angeles, is reached. One hundred and fifty-eight miles have been traveled over a route which for diversity and interest can scarcely be equalled. The fare for the trip includes stop-over privileges, if one wishes to stay a short time at any point. This does not include the drives at Redlands and Riverside, which are optional and extra. (See also Orange Belt Special.)

LAUREL CANYON, INCLUDING LOOKOUT MOUNTAIN—Take a Hollywood car marked Laurel Canyon, at Hill-Street station of the Pacific Electric. The entrance to Laurel Canyon is reached through Sunset Boulevard and Hollywood Boulevard. Here connection is made with the trackless trolley car, the first in America. The car passes first between

orange and lemon groves, over Laurel Canyon Mountain Boulevard into the canyon proper. The road winds and turns with the little mountain brook, giving glimpses here and there of pretty homes half hidden in the trees. After a two-mile ride the junction of this boulevard with the Lookout Mountain road is reached. This is the terminus of the trackless trolley in the center of Canyon Castle Park, which is the site of the new Canyon Castle Hotel. Here is a rustic inn where delicious chicken dinners, or lighter refreshments, are served under the trees, on the shady porches, or in the pleasant dining room. As the trackless trolley car makes frequent trips there is plenty of time to explore. Continuing along Laurel Canyon road we pass more beautiful homes where the grounds have been adapted to the natural beauties of rock and boulder and enhanced by fountains and waterfalls. Further on the Laurel Park golf grounds are reached and just beyond is San Fernando summit, which affords a wide panoramic view of the San Fernando Valley, the towns of Van Nuys, Owensmouth, Burbank and of the old San Fernando Mission itself. This summit is only a ten minutes' walk from where the trolley was left. Returning to that point and taking the turn to the right we are in the Lookout Mountain road, which passes through another part of Canyon Castle among scores of unique bungalows. When the summit of Lookout Mountain is reached we discover that its name is fully justified. The vision encompasses the city and the sea and the towns between; it sweeps the length of the Cahuenga Valley, embraces Hollywood, Sherman, Beverly Hills, Sawtelle, the Soldiers' Home, Santa Monica, Venice and Playa del Rey, a wonderful view, well worth the slight effort of the climb. The way is not steep and there are no difficult places. Returning to the trackless trolley we ride back to the Hollywood car. The fare on the trackless is ten cents each way.

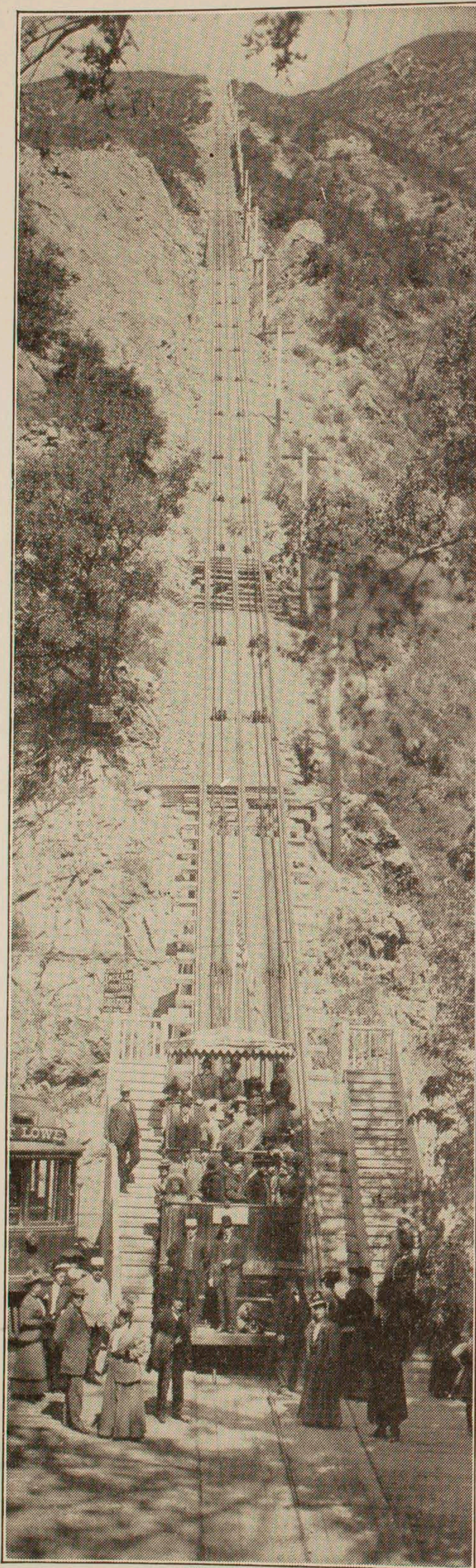
MT. LOWE—The Mt. Lowe trip is an excursion worth coming many miles to take, a wonderful experience which cannot be repeated elsewhere. There are higher mountains which are accessible, but in comprehensive and varied views, in steep grades and in the overcoming of engineering difficulties which amounted almost to impossibilities, the Mount Lowe trip is unique. Trains leave the Pacific

Electric station at Sixth and Main streets at 8, 9, and 10 a. m., and at 1:30 and 4 p. m. The trip to Alpine Tavern takes two hours. We cross a portion of the San Gabriel Valley, pass the Raymond Hotel and Hotel Maryland in Pasadena and go on to the north through Altadena, which lies just at the foot of the mountain. Soon the track begins to climb, winding around shoulders of the mountain, and opening new scenes at every curve. If it is late winter or



On the trail of Mount Lowe to the summit of the famous mountain

early spring, the poppy fields of Altadena are spread below like sheets of gold. Soon Rubio Canyon is reached, a beautiful cool glen between Mt. Wilson and Mt. Lowe, twenty-two hundred feet above the sea. This is the beginning of the incline which reaches up to Echo Mountain thirty-five hundred feet altitude, an ascent of thirteen hundred feet in the three thousand and which are to be traveled to reach the top of the incline. A look up the steep slope is startling, but we know the cable is tested to one hundred tons and never carries more than five; we know the car with its tiers of seats rising one above the other is fastened to the cable permanently, not held by a grip, and we seat ourselves with confidence. The grades of the incline vary from forty-eight to sixty-two per cent, an almost unbelievable degree of steepness. Reaching the summit of Echo Mountain, much of interest is found. First and always is the glorious view. Nearer at hand is the power house to be examined and the mechanism that pulls the car. On the crest is the great search-light brought from the Columbia Exposition in 1893. It is of 3,000,000 candlepower and at night



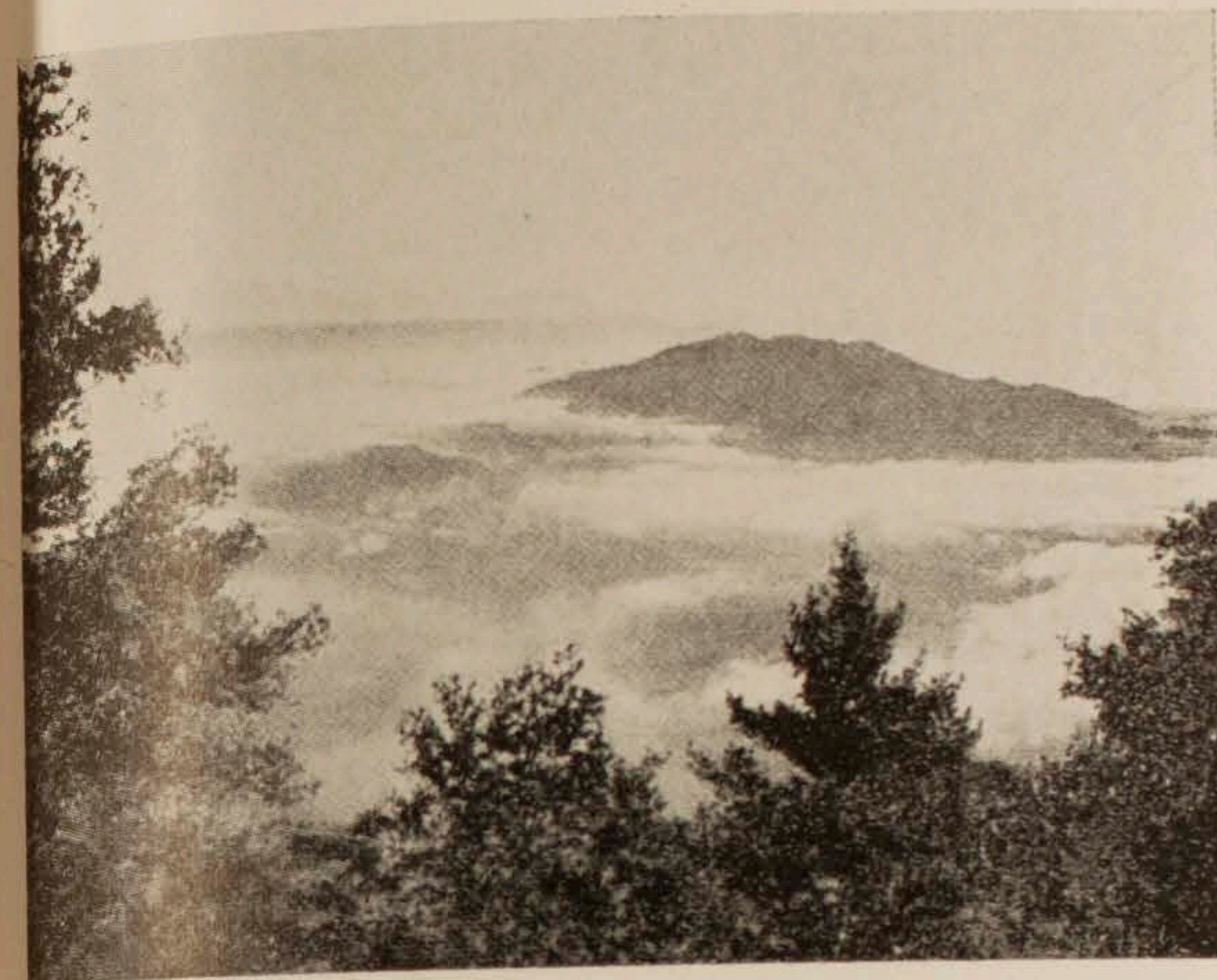
Mount Lowe Incline Railway

can light up the whole mountain side, cast its rays into the deepest canyons, or send its beams over cities in the valley below. Mt. Lowe observatory is close by, containing a large and powerful telescope and a very fine spectroscope. The great purity of the air makes this a peculiarly favorable situation for the use of both instruments.

From Echo Mountain the third and the most spectacular stage of the journey begins. The trolley car climbs fifteen hundred feet in the five miles between Echo Mountain and Alpine; there are 127 curves and twenty bridges in these five miles, and, at times, on looking down, five separate lines of rails can be seen, and at one place by looking up and down, nine are visible. The longest piece of straight track is only 120 feet. The circular bridge is one of the seemingly impossible engineering feats, spanning a canyon, reaching around a mountain spur and ascending as it goes. The car passes through the Granite Gateway, passes Los Flores Canyon, Millard's and Grand canyons, and always climbing until, five thousand feet above the sea, Alpine Tavern is reached. All the way has been a succession of beautiful views over San Gabriel, La Canada and San Fernando valleys, over Altadena, Pasadena, Los Angeles and smaller towns, over the ocean to Santa Catalina, Santa Barbara, San Clemente and the San Nicholas Islands. In places the view is wide; again there are only glimpses between the trees.

Alpine Tavern is a pretty hotel surrounded by gnarled live oaks and tall pines standing at the head of Grand Canyon, the upper terminus of the trolley line. A large central hall with a mammoth stone fireplace gives a most hospitable air to the place. The meals are excellent. Near-by are a number of tent cottages for those who desire to live out of doors. The "trail" starts from the tavern and winds three miles to the summit of the mountain, eleven hundred feet above the tavern. The trip may be made by ponies or burros, or by walking if one desires. The view from the summit, of course, surpasses all the rest, but many prefer the quiet enjoyment of the tavern and vicinity and go no further. Besides the trail to the summit there are numerous other pleasant trips over the mountains to be taken from the tavern. In the winter the snow is often deep on Mt. Lowe and Mt. Wilson, and an hour's ride from

Pasadena will take one from roses rioting in the open air to snow fields and icicles. One may follow the tournament of roses on New Year's morning by a game of snowball on Mt. Lowe or Mt. Wilson in the afternoon. The round trip fare for Mt. Lowe is \$2.50 from Los Angeles.



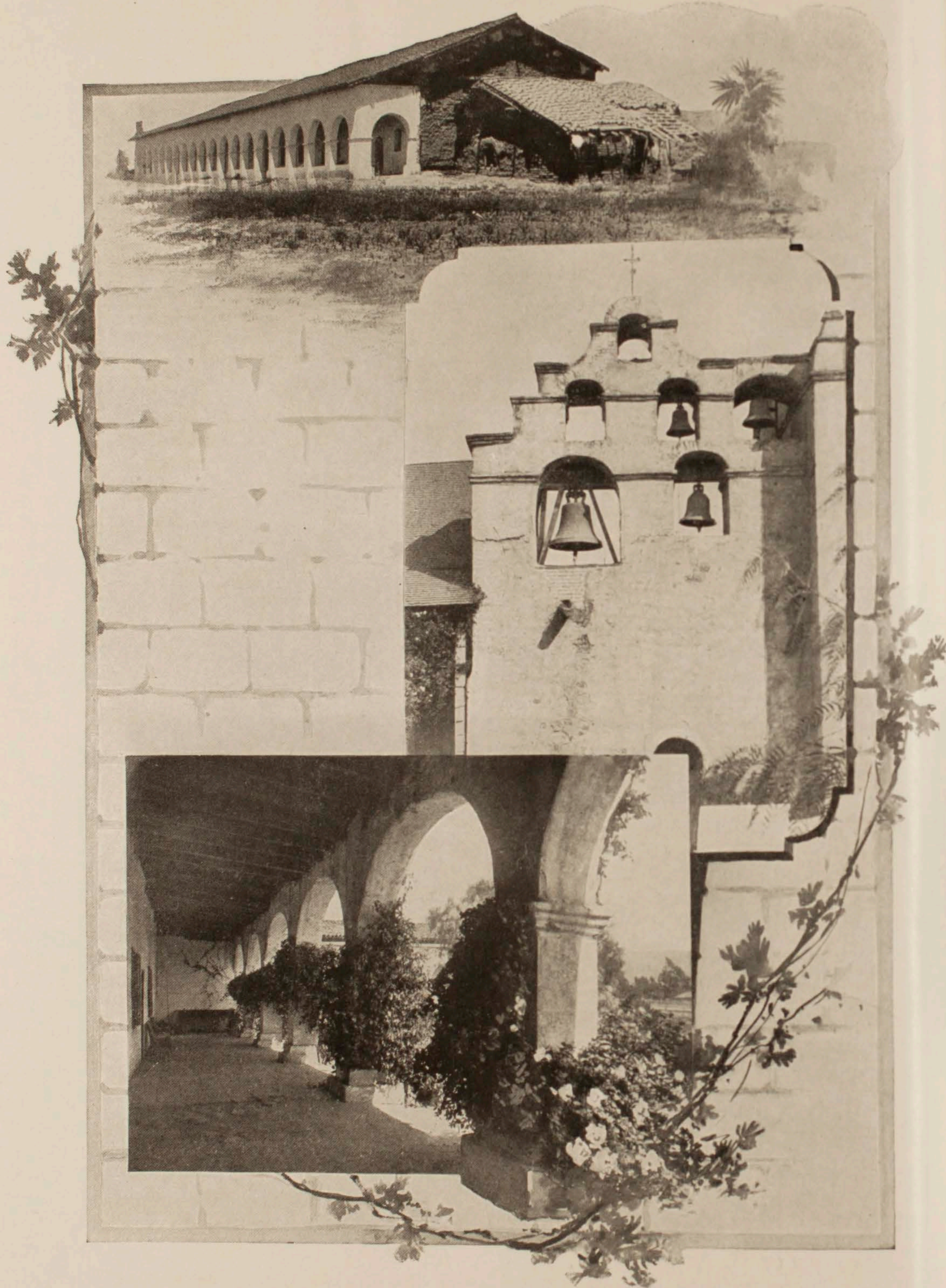
Above the clouds on Mount Lowe, 6,000 feet above the floor of the San Gabriel Valley

MT. WILSON—From the summit of Mt. Wilson is seen one of the most beautiful panoramic views in the world, range upon range of mountains, broad and fertile valleys, groves and orchards, fields and vineyards, the shores of Long Beach, San Pedro and around to Santa Monica, the island lying miles out from shore with the Pacific rolling between, and perhaps, if it is very clear, Point Loma away on the southern horizon. An automobile road to the summit is now open to the public. People using the road do so at their own risk. The company will not be responsible for accidents. At the toll house on Santa Anita Avenue, private machines are given a book of regulations, giving distances, rules governing use of road, etc. There is an average grade of ten per cent. The summit is nine and one-quarter miles from the toll house. An automobile stage is operated between Pasadena and the summit. It leaves Pasadena at 9:30 a. m., arrives at the summit at 11:45. On returning it leaves at 3 p. m., and arrives at Pasadena at 4:45. Seats should be engaged in advance. Full information can be obtained at the Pasadena office, 173 East Colorado Street, or at any of the information bureaus in Los Angeles. The fare is \$4.00 for the round trip. The views on this road are unsurpassed. Mt. Wilson can also be reached by trail from Sierra Madre. At

Sixth and Main streets, Los Angeles, take a Pacific Electric car for Sierra Madre, a fifty minutes' ride over one of the prettiest routes in the system. Sierra Madre is a beautiful little city, which could live on its scenery if any town could. From no place is it so easy by trail to get into the mountains for which the town was named. Here at the Mt. Wilson stables burros, mules and saddle horses can be obtained. A burro is \$2.00 for the round trip; mules or horses are \$2.50. On the summit of Mt. Wilson is an enormous solar observatory, and a museum connected with it which contains all the photographs of the heavenly bodies taken here.

OLD MISSION TROLLEY TRIP—This is one of the all-day trips of the Pacific Electric, a day of the most varied delights, embracing Pasadena, famed all over the continent for its beauty, a visit to hoary old San Gabriel Mission and a stop at the Cawston Ostrich Farm. The route lies along the foothills of the Sierra Madre mountains and through the beautiful San Gabriel Valley, with constantly varying views of mountains, hills, charming towns and smiling fields checkered with orange groves and vineyards. Shortly before reaching San Gabriel the train passes through Alhambra, known as the Gateway to the San Gabriel Valley. It is a pretty modern city with a \$50,000 library, fine schools and many charming homes.

At San Gabriel the first stop is made and time is allowed to go through the church, examine the interesting historical relics and to get a glimpse of the quaint little town. San Gabriel Mission may truthfully be called the Mother of Los Angeles, for it was from here that Felipe de Neve, accompanied by Padres of the Mission, pabladores, soldiers and Indians, set out one September day in 1781 to found the Pueblo de Nuestra Senora. Reina de Los Angeles. San Gabriel itself was founded just ten years earlier by the Franciscan padres, Somera and Cambon, who, with ten soldiers, marching north from San Diego, came to this wide and beautiful valley under the shelter of the Sierra Madre mountains. Selecting a favorable location they erected a large wooden cross, sprinkled the ground with holy water and with hymns and prayers dedicated the spot to San Gabriel Arcangel. The Indians at first regarding these demonstrations with curiosity, soon assumed a



St. Peter's, Rome, nor the Cathedral at Cologne, nor yet Notre Dame, hath the quiet, restful grandeur of the Missions of Southern California in and around Los Angeles

hostile attitude, which threatened the lives of the whole party, but the missionaries, unfurling before them a large banner on which was painted a life-size picture of the Virgin, were, notwithstanding their faith, astonished at the effect it produced. The Indians immediately prostrated themselves upon the ground with every sign of submission. From this propitious beginning the Mission grew and prospered until, with its fertile fields and vineyards, its cattle and sheep upon a thousand hills, and its herds of horses grazing in the valleys, it came to be called the Queen of the Missions. Its gardens overflowed with plenty. There were oranges, limes, citrons, apples, pears, peaches, pomegranates, figs and grapes in abundance. From the grapes five or six hundred barrels of wine were made annually and two hundred barrels of brandy. The San Gabriel wine was much sought after. But all was held by the padres as a sacred trust. As with the other missions hospitality was unlimited. No traveler who crossed their thresholds passed on his way unrefreshed.



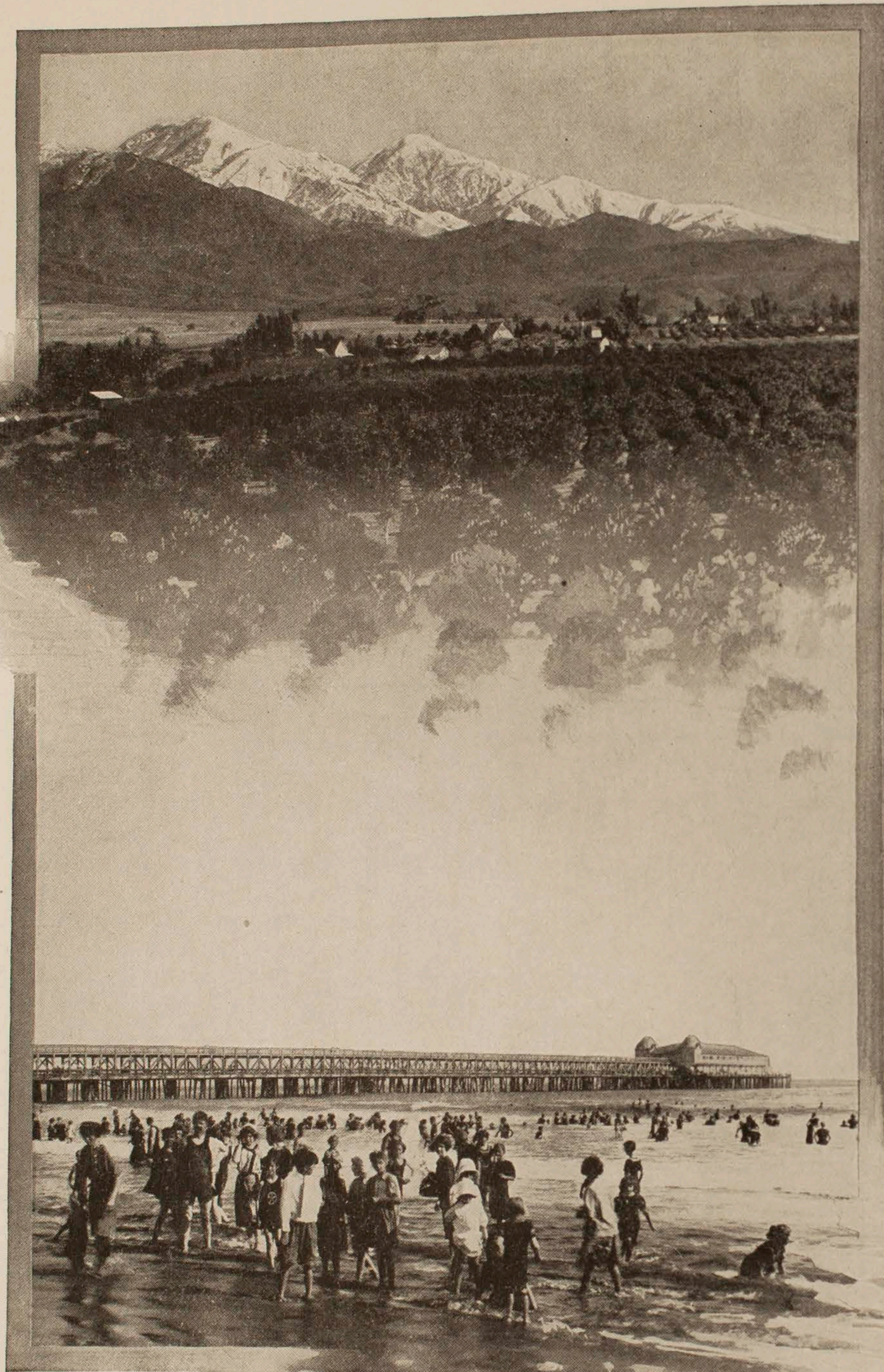
Romantic Old Mission San Gabriel. One of the few remaining links with the days of the early Dons

The San Gabriel Indians seem to have been superior to many of the early California Indians, with some customs of civilization. Marriages between those near of kin was forbidden. Robbery was unknown. They had names for the points of the compass and the North Star, and a name for God signifying Giver of Life. They were taught by the padres all sorts of handicrafts and in time became so skilful that they built a ship which was launched in San Pedro harbor. They assisted in preparing the first temporary

place of worship and a garrison for the soldiers which were built, palisade fashion, on the banks of the river Temblor. During the last decade of the eighteenth century the site of the mission was changed and the present edifice was begun. It was finished in the early years of the nineteenth century. The main walls, six feet thick, are built of stone up to the windows; from there up of brick. There was formerly a tower on the southeast corner which was destroyed by an earthquake in 1812. The original roof was destroyed then and replaced by another of tiling.

The buttressed walls and pierced campanile of San Gabriel are familiar pictures. Poets have sung of them; artists have transferred their characteristics to canvas. Verse and picture have touched the imagination, but the sight of these brown, lichen walls and of the bells still swinging in their niches reaches deeper and moves the heart. There are older churches on the Atlantic Coast, but they were built in communities and towns already established because the people wanted them. These old churches of our western coast were planted in a virgin wilderness by men of vision, and our first cities and towns grew up about them. Many of them suffered by earthquakes and all by years of neglect, but in their best days they were far finer structures than those earlier churches of the Atlantic Coast, and this, notwithstanding the infinite difficulties to be overcome. Lacking mill and kiln and quarry the Indians were taught to supply these needs, the raw materials had to be found and where seemingly necessary materials were wanting, the fertile brains of the padres found substitutes. Under similar circumstances our Puritan ancestors built churches of logs in which to worship. These men, by faith and infinite patience built massive walls of architectural beauty, which even after years of abuse and neglect have endured more than a century and a quarter.

Under secularization San Gabriel suffered rapid deterioration. At many of the missions the padres remained at their posts and as far as possible ministered to their scattered flocks; one perished of starvation rather than forsake his Indians; but their lands were taken from them and in the end nearly all the missions had to be abandoned. San Gabriel, once Queen of the Missions, suffered with the rest. In some cases it has taken long years of litigation



FROM THE MOUNTAINS TO THE SEA IN AN HOUR

Where else do the confines of a single hour compensate with a dip in the surf, a drive through a world of fruits and flowers, under the influence of limitless sunshine, to a battle of snow balls among the clouds?

for the church to repossess herself of such of the missions as now belong to her; in the meantime the abandoned and half-ruined establishments have been shamefully plundered. Roofing and paving tiles have been carried away for secular uses. Even the bells have been stolen and some of them put to profane uses. One of them was hung between two posts on a ranch and used to call the laborers to dinner. So the task of restoring again to spiritual uses such of these missions as could be so used has been a heavy one.



Famous Busch Gardens at Pasadena, the "Crown City" of the famous San Gabriel Valley

Since 1908 San Gabriel has been a charge of the Sons of the Immaculate Heart of Mary. They have rebuilt the old chapel, put the church in good condition and collected as many as possible of the scattered relics pertaining to the church. These are now displayed to good advantage and are accessible to visitors. There is a large collection of paintings, many of them from Spain and Mexico and some of much artistic merit; there are old vestments, altar cloths, tools, records, candle-sticks, processional crosses and many other interesting things. The original, hand-hewn doors of the mission are preserved in one of the rooms. They are decorated with large copper nails. Two of the doors were hung on pivoted hinges.

The baptistry is very interesting. The font is a huge copper bowl hammered out by the Indians, and resting on a massive stone base. There are many Indian relics, such as arrowheads, stone mortars and pestles, baskets, etc.

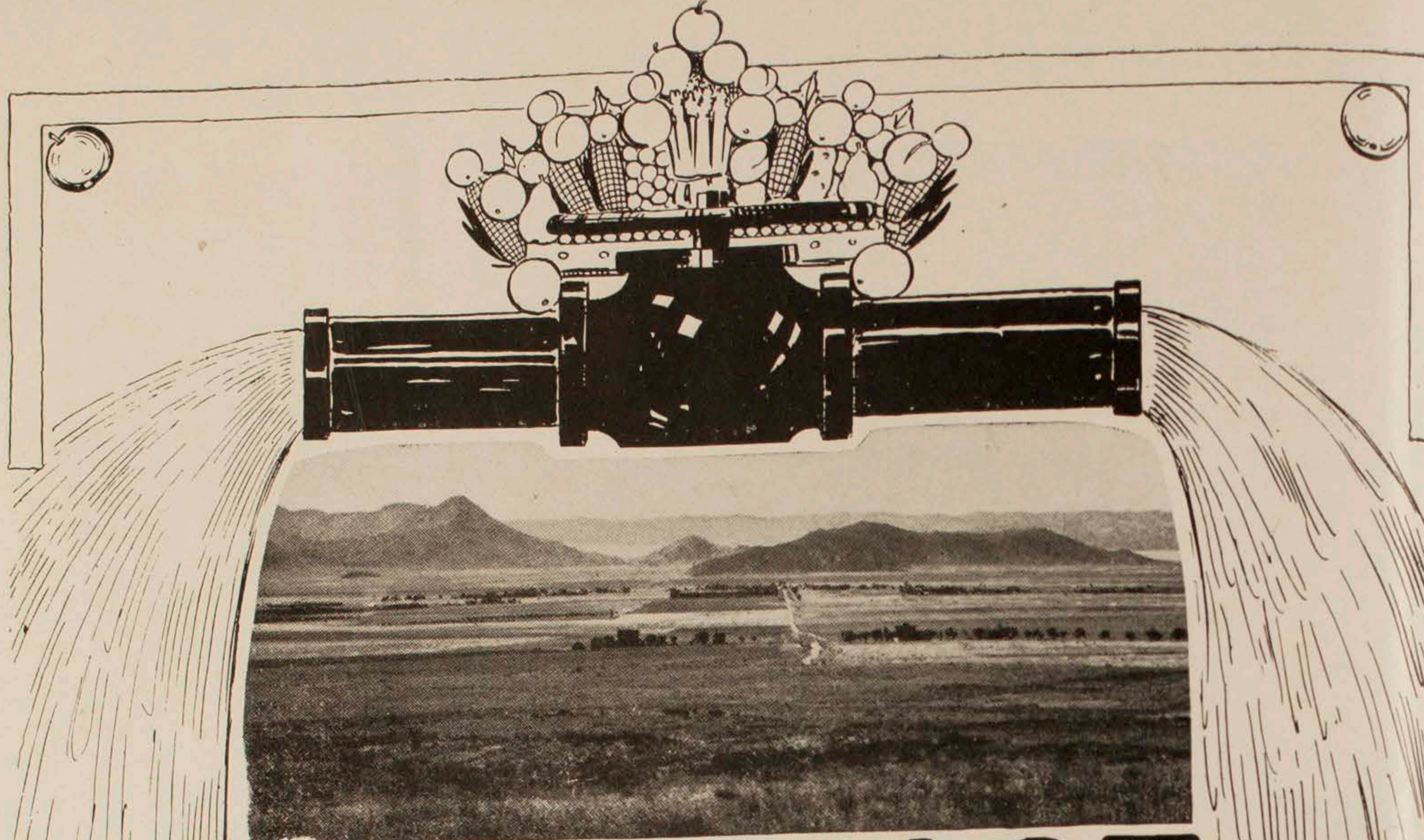
The library contains some rare volumes printed early in the sixteenth century and one printed in 1489. Most valued of all are

the documents. San Gabriel is fortunate in possessing all of her records from the foundation and she has many other documents bearing the signatures of the founders and of Father Serra. There are also parchments of the fourteenth and fifteenth centuries; and a map of the Holy Land made in 1705.

From the dim light of the church and the contemplation of these relics of bygone centuries we step out into the sunshine and present-day San Gabriel. The electric railway, electric lights, the new residence of the fathers and a few other modern buildings connect us with our own day, but all through the town there lingers the flavor of a century that is closed. Black-eyed children playing in the street are talking Spanish. Many of the houses are adobe. Not far from the church is the enclosure wherein is growing a famous old grape vine. It was planted in 1775, covers 9,000 square feet and the main trunk is five and a half feet in circumference. If, according to directions on a placard, a rope is pulled which hangs outside the enclosure, a large bell inside is rung which brings someone to the door in the wall. Ten cents admits us into this arbor, which is the entire yard over which the vine is trained. There is so much which is interesting to see in San Gabriel that a whole day spent there is none too much, especially if it is during the season of the Mission Play. In that case it is charming to bring a luncheon and eat it at one of the little tables under the arbor, ordering to drink with it grape juice made from the fruit of the famous vine. They will also furnish luncheons.

The Mission Playhouse, where John McGroarty's Mission Play is produced twice daily from December to July, is directly across the road from the church. (See Mission Play.)

Pasadena is the next stop. Here two hours are allowed which gives time for an automobile ride about the city, through perfumed Orange Grove Avenue, past the many beautiful homes, surrounded by grounds still more beautiful, and the splendid hotels in their park-like surroundings, to the famous Busch Gardens, in which there is time for a walk. The automobile is optional, but well worth the additional special rate of 40 cents. For further description of Pasadena see Pasadena Automobile Trip. From Pasadena the route passes through a line of attractive foothill towns nestled under the shadows of



A MESSAGE FROM SOUTHERN CALIFORNIA TO HIS ROYAL HIGHNESS— THE AMERICAN FARMER— EVERYWHERE!

WATER IS KING IN SOUTHERN CALIFORNIA. Wherever he kisses the earth with his refreshing moisture he leaves in his wake fields of prosperity and homes of contentment, enabling many men who found it hard to make money on 160 acres in the middle West, to live like princes on ten to twenty acres and annually place in the bank a balance to provide for the winter of their days.

ON THE REVERSE PAGE NUEVO RANCH, divided into ten and twenty acre irrigated farms, is illustrated. It represents profit and contentment, nestling between the mountains of the valley of Southern California. Paradise indeed for the man who loves the great glorious outdoors, not too far from the city, three miles from the up-to-date town of Perris and within fifteen miles of Riverside, the most beautiful city of twenty-five thousand people in the world.

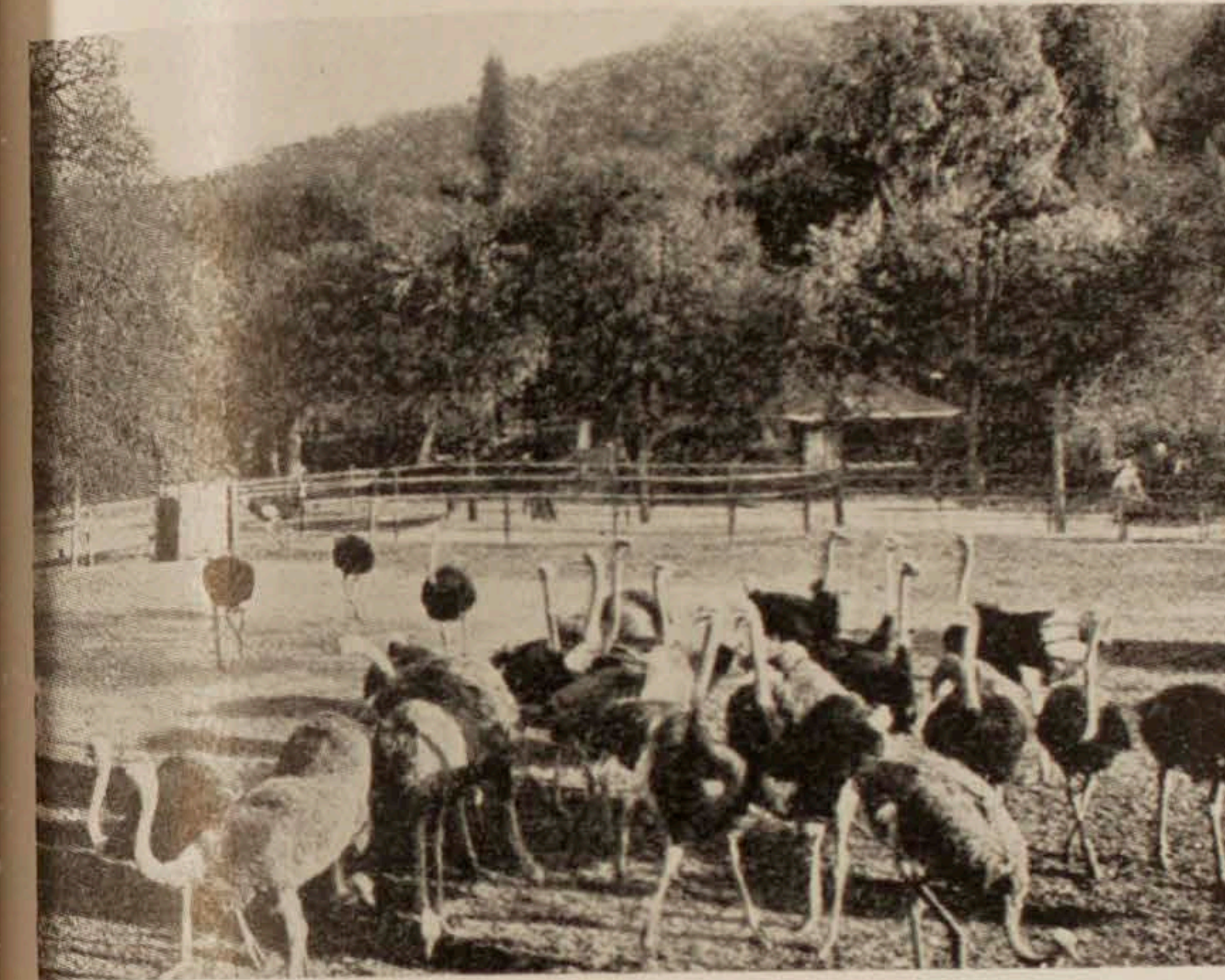
LESS THAN EIGHTY-FIVE MILES FROM LOS ANGELES. A quarter of a mile from a railroad. Climate, irrigation, soil and transportation as nearly perfect as possible, in the heart of the best apricot, peach and olive country in America, where land values are going to double and treble within the next few years.

I WANT YOU TO WRITE TO ME, mentioning this publication, and I will send you a beautiful colored map of Southern California, and full details of NEUVO ten and twenty acre irrigated farms.

When you are in Los Angeles come in—
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the Sierra Madre. At Glendora, the eastern terminus of the trip, one of the best equipped orange packing houses in the district is visited. It is an interesting sight to watch the washing, sorting and packing of the fruit, all but the wrapping done by machinery which almost seems to possess human intelligence. The process of making the boxes and nailing on the covers is as interesting as sorting the oranges. Coming back to Los Angeles the route passes near the Huntington mansion and through South Pasadena by many handsome bungalows and homes.



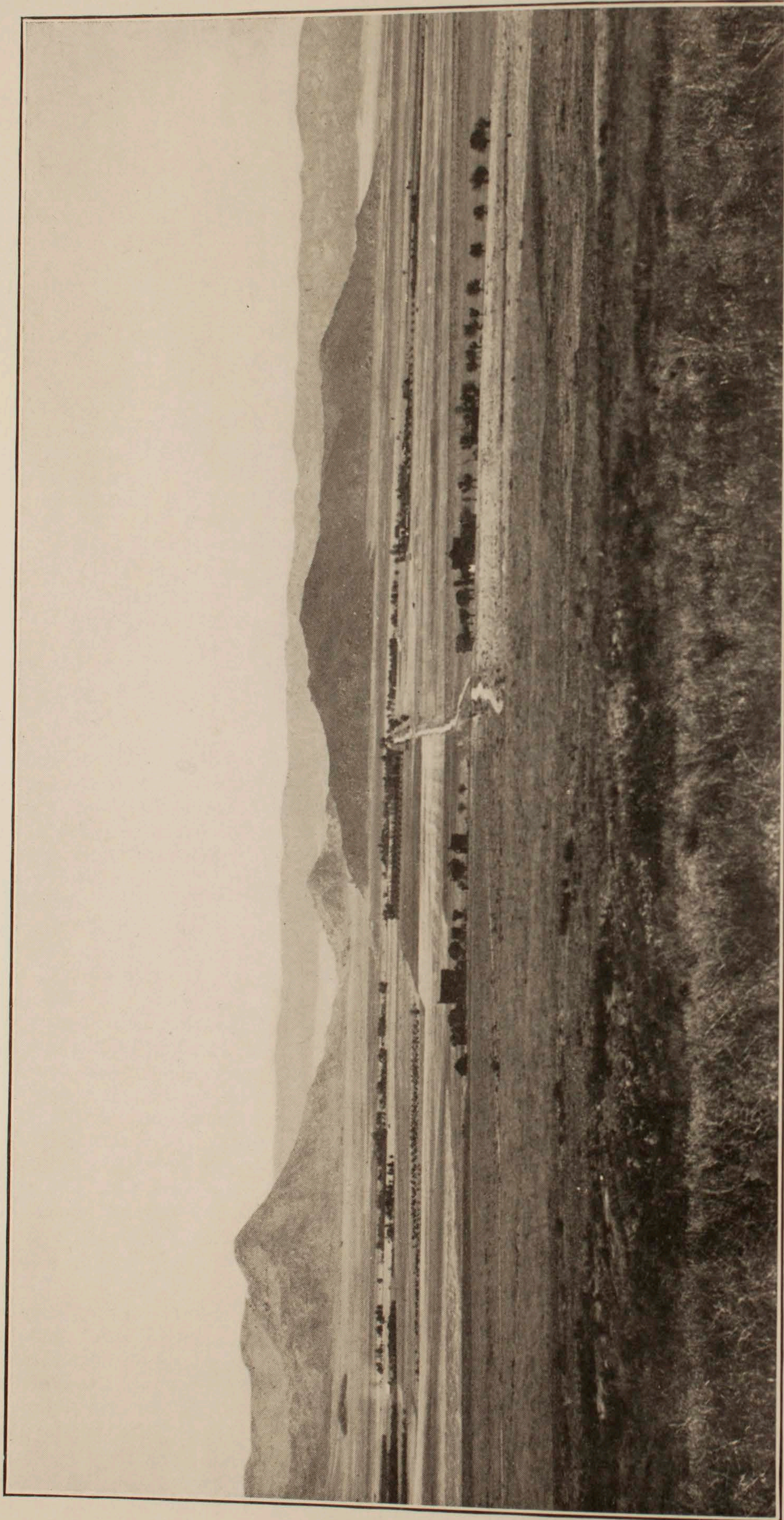
Famous Cawston Ostrich Farm, strangest of sights and one of never-failing interest

The last stop is at the Cawston Ostrich Farm, a place known East and West and famous, not only for its large flock of live birds, but for the quality of plumes produced there. (See Ostrich Farms.) Admission to the farm is free for excursionists of this trip. Price of the trip, exclusive of automobile in Pasadena, \$1.00.

ORANGE BELT EXCURSION—This excursion is a combined trip of the Salt Lake Railroad and Southern Pacific, including, like the kite-shape trip, Riverside, Redlands and much of the best orange and lemon-producing country in the world. Also like the kite trip, the routes going and returning are different. From Los Angeles to Riverside the way is by the Salt Lake Railroad. The rest of the route is by the Southern Pacific. But the loop is narrower than on the kite-shaped track. Except Riverside and Redlands, none of the same towns are passed through as on the kite-shaped track which runs farther north into the foothill region and somewhat further south. In the Orange Belt Excursion three hours are given to Riverside and it is planned so that luncheon may be had at the Mission Inn.

The trip is personally conducted by an intelligent guide who points out all places of interest and is ready to answer all questions. The train leaves the First Street Salt Lake station at 8:40 a. m. On boarding the train ask for the Orange Belt Excursion conductor. Soon the train is flying past truck gardens, past walnut groves from which are shipped annually thousands of tons of nuts, through the old Pico ranch of other days, past big dairies, the Lucky Baldwin ranch, bee ranches, the pink and white rose hedges of a rose nursery and then comes Pomona, and the scent of orange blossoms fills the car. Pomona Valley, opening out from the eastern end of San Gabriel Valley, was once a grazing ground for the mission flocks and herds. Later, in the years of secularization, Governor Alvarado granted to Ignacio Palomares and Ricardo Vejar, two of his soldiers, 25,000 acres out of the mission lands. This grant was known as the Rancho San Jose and it included all the territory on which are located Pomona, Lordsburg, Claremont and part of San Dimas. Gradually after California came into possession of the United States this land was cut up into small holdings. In 1875 Pomona was platted and the same year the Southern Pacific Railroad was built through the town. A prize of a town lot was offered for the best name suggested for the new city. The man who won sold his lot for \$125. Today it is worth \$35,000. Pomona has a population of 12,500, and is increasing rapidly. It is an up-to-date town in every particular with fine streets, pretty parks, handsome business houses, superior schools, including a manual training school and a polytechnic high, and eighteen churches. The citrus industry is its greatest source of revenue, though deciduous fruits and small fruits are also extensively raised, and a large fruit cannery is in operation. The raising of sugar beets is also profitable and there is a beet sugar factory with an annual output of 2,500 carloads. Pomona College was established here, but later moved to Claremont.

We leave the pretty station surrounded by flowers and hedges and soon reach Ontario, a town of over 6,000 and growing at the rate of about ten arrivals daily. The land on which Ontario stands was bought and platted in 1882 by the Chaffay Brothers, two Canadians from the province of Ontario. It possesses the same advantages as Pomona of soil, abundant



NUEVO RANCH, LAKEVIEW VALLEY NEAR RIVERSIDE
Property of the James R. H. Wagner Company. Now being subdivided and sold in ten- and twenty-acre tracts

LOS ANGELES-SAN DIEGO STANDARD GUIDE

water, steam and electric trains, gas, electricity, fine schools and business houses, twenty-one churches and no saloons, which are forbidden for all time, every deed carrying the prohibitive clause. Euclid Avenue is the main thoroughfare. It rises gradually from a level of less than a thousand feet at the city hall to an altitude of twenty-five hundred. This highway is two hundred feet wide and seven miles long. The electric railroad tracks, shaded by beautiful pepper and grevillea trees, occupy the center. On either side are palm-bordered carriage drives. Beautiful homes and orange groves face the avenue on the right and left. From the top of Euclid Avenue is a magnificent view. The air is usually so clear that mountains a hundred miles away, and the islands in the Pacific Ocean, may be seen. Likewise looking southward one sees the Santa Ana range; to the southeast, Mount San Jacinto and to the west, the San Gabriel mountains. Ontario, like Pomona, is traversed by the tracks of the Sunset Route of the Southern Pacific, by the main line of the Santa Fe and by the San Pedro, Los Angeles and Salt Lake railroads.

The packing house of the Citrus Fruit Association is one of the largest in the State. Deciduous fruit is extensively raised and there is an enormous canning factory with a yearly output of 5,000,000 cans. The Pacific Electric Heating Company manufacture here the "Hot Point" iron and electric percolators and there are many other industries.

We pass through part of the big Chino Ranch, once embracing 50,000 acres. The land is now largely given over to walnuts, sugar beets and alfalfa. Then Wineville, the shipping point for a great wine industry is reached. The soil looks like barren sand, but flourishing vineyards line the track on the right and on the left for miles. Mt. San Antonio of the Sierra Madre range is seen in the distance. Just before reaching Riverside the Santa Ana river is crossed on a beautiful concrete bridge.

At Riverside an automobile meets the train. The ride is optional, of course, but a dollar and a half and an hour and a half were never spent to happier advantage than in the drive through the beautiful streets of Riverside and over the smooth rock-bordered road that winds around Roubidoux Mountain, which lies on the route of El Camino Real. It is probable that the padres passed along



A type of the roads that surround Los Angeles, leading through the domain of the Orange

its base many times on their journeyings from one mission to another, and a cross has been erected on the summit to the memory of the Padre Presidente, Junipero Serra. At sunrise on Easter morning a unique and beautiful act of worship takes place at the foot of this cross. Those who participate gather in the early dawn, climb the mountain and with the first bright rays of the sun lift up their voices in prayer and praise. After this solemn service, led in 1913 by Dr. Henry Van Dyke, they repair to the Mission Inn for an Easter breakfast. The view from the slopes of Roubidoux is unsurpassed, one is tempted to say, but that must be said of so many elevations in California that the adjective is dangerously overworked, yet this but feebly expresses these thousands of acres of blossoming and fruited orange trees at our feet, spreading far away on either hand, beautiful homes in the foreground, flowers everywhere, and beyond but brought near by the crystalline atmosphere, the foothills, green or brown, and then the blue mountains with their snow-whitened summits.

Magnolia and Victoria avenues are two famous and beautiful drives of Riverside. Sherman Institute, a government Indian school, is on Magnolia Avenue and included in the itinerary.

Riverside is a city of about 18,000 population, beautiful in itself as well as beautiful in situation. It has handsome streets, bordered by fine trees and lighted by artistic concrete electroliers; it has splendid public schools, a handsome county court house, public library, Woman's Club House, Young Men's Christian Association building, twenty-five churches and no saloons. Charming homes in beautiful grounds are on every side. Riverside is

sometimes called the Mission City, not because there was ever a mission there, but because the builders had the wisdom to adopt some of the chief characteristics of mission architecture for their public buildings. The public library building and the beautiful Glenwood Mission Inn are excellent examples. When the drive is over about an hour and a half is left for luncheon and the Glenwood. Long enough to leave us unhurried, but not nearly long enough for enjoyment of this wonderful place and all the delights it contains. (For description of this charming and unique hotel, see chapter on the Notable Hotels of Southern California.)

Riverside is left at 1:50 and twenty minutes later the enterprising town of Colton is reached. There are granite and marble quarries near and the industries of the city are varied.

Redlands is reached at 2:35. Here the stop is an hour and thirty-five minutes. Carriages meet the train for the drive to Smiley Heights and about the city. The price is \$1.00. Redlands is another beautiful city with about 12,000 population. Wide parkways edge the streets with a double row of trees and ornamental shrubs. The boulevards have tree-shaded parkways down the center. Beautiful residences abound. The University of Redlands has \$500,000 invested in buildings and equipment, with a campus of sixty-three acres. There are many churches and no saloons. Redlands has eighteen packing houses, shipping 5,000 carloads of oranges annually. Olive products and dried deciduous fruits are other industries. There are thirteen parks in the city, either public or open to the public. Chief of these is the six hundred-acre park of A. K. Smiley, known as Smiley Heights. This is a beautiful blending of nature and the landscape architects art, being not only beautiful in itself, but affording a wondrous panoramic view of the valley beneath and the distant mountains. Casa Loma is the handsome and commodious hotel of Redlands, another of Southern California's delightful inns.

The route back is by way of the Southern Pacific and mainly through another series of towns. We pass Loma Linda four miles from Redlands, a delightful and helpful sanitarium, for tired, over-strenuous men and women. We pass Colton, Ontario and Pomona again, then the road diverges and we go through Lordsburg, San Dimas and Covina, all centers

of the citrus industry. Covina is built on one of the "Lucky" Baldwin ranches. It is nearly evening when San Gabriel is reached and at 7 p. m. the train enters Los Angeles. The price of the day's excursion is \$3.00, exclusive of the automobile and carriage rides and luncheon.

RED STAR AUTO TOURS—The "last word" in sight-seeing is the new plan of the Southern California Sight-Seeing Company with its Red Star Auto Tours that are taken in fast, high-class, shaft-driven touring cars having pneumatic tires and individual seats, each car accommodating twelve persons only, including the Assistant Traffic Manager who accompanies each party to give accurate and interesting information, and whose duty it is to make the trip both educational and enjoyable; for the running time is arranged to give opportunity for inspection of all the interesting things along the way. Three delightful trips are **Tour of the Loop** (\$3.00), **Orange Belt Special** (\$5.00) and **San Diego Limited** (\$10.00). Other popular tours are the **Harbor City Loop** (\$3.00), **Santa Barbara Coast Line Special** (\$8.50), **San Fernando Valley and Aqueduct Line** (\$3.00), and those connecting with other motor lines of San Diego for trips into the Imperial Valley or Old Mexico.

The Tour of the Loop is a delightful ride from Los Angeles to the sea and return, over fine boulevards to Ocean Park, Venice and Santa Monica, the National Soldiers' Home, the famous Busch Sunken Gardens, the Ostrich Farms and many other interesting points. The ride through picturesque San Gabriel, Verdugo, San Fernando and Cahuenga Valleys is specially fine. The route crosses Arroyo Seco at "Devil's Gate" and traverses the beautiful streets of Hollywood, the celebrated Orange Grove Avenue at Pasadena, reaching the finest residential section of the "Crown City" which can be best seen only from a motor car.

The Orange Belt Special is all that its name implies, going as it does from Los Angeles to Redlands by Valley Boulevard and returning on the Foothill Boulevard through the greatest orange-producing section of California—and the Red Star parties not only see the orange trees weighted with luscious fruit, but are permitted to pick some with their own hands. Pomona, Ontario, Claremont, Glendora, Riverside and Redlands, and many less notable places are reached by this

route. The drives up Roubidoux Mountain at Riverside, with snow-capped "Old Baldy" in plain sight, and up Smiley Heights at Redlands, are alone sufficient to make this trip worth taking—and no extra charge is made for either. At Riverside is the famous Glenwood Mission Inn; its groined arches, many stained-glass windows, garden of bells and cloister music room, create a strange old-world effect, and one never forgets the music of the great organ.

Both of the routes so briefly outlined give material for many glowing word pictures, but space forbids, though the third trip leading to the Exposition City of Southern California and which every tourist will wish to take, we will describe more in detail. This trip to San Diego of 143 miles over smooth boulevards, through mountain valleys and along the sea, is a revelation to any one, especially to those hitherto content with the circumscribed route of a railway train. And not only is every moment of this two-day trip enjoyable, but it affords so much additional knowledge of Southern California resources that the traveler feels twice repaid for any expense attending it. First past the great walnut groves and the scented citrus groves, with an occasional stop to gather some of the luscious fruit; then through Anaheim, Orange, Santa Ana and Tustin, a region that contains much of interest connected with the great sugar beet industry, and over a portion of the 20,000-acre ranch after which Irvine Station is named. Shortly before noon the impressive old ruins of San Juan Capistrano are reached, undoubtedly the finest of all the Missions built in California, and its history from the first building to its destruction by earthquake in 1812 furnishes many interesting events, while the marvelous coloring of its tiles and its ivy-wreathed arches combine to form a picture of unsurpassed beauty.

Time is given for a lunch at this point, then speeding on all are soon engrossed by the wonderful marine view that suddenly unfolds as the car reaches Point San Juan. For half a dozen miles the road runs along the Palisades, and for thirty miles or more winds in and out along the beach, finally coming to Ocean-side, where a stop is made to enjoy the fine beach of this quiet resort. Next Cardiff-by-the-Sea, with its two-mile long beach whereon is the famous Children's Playground; Del Mar, "the show place of

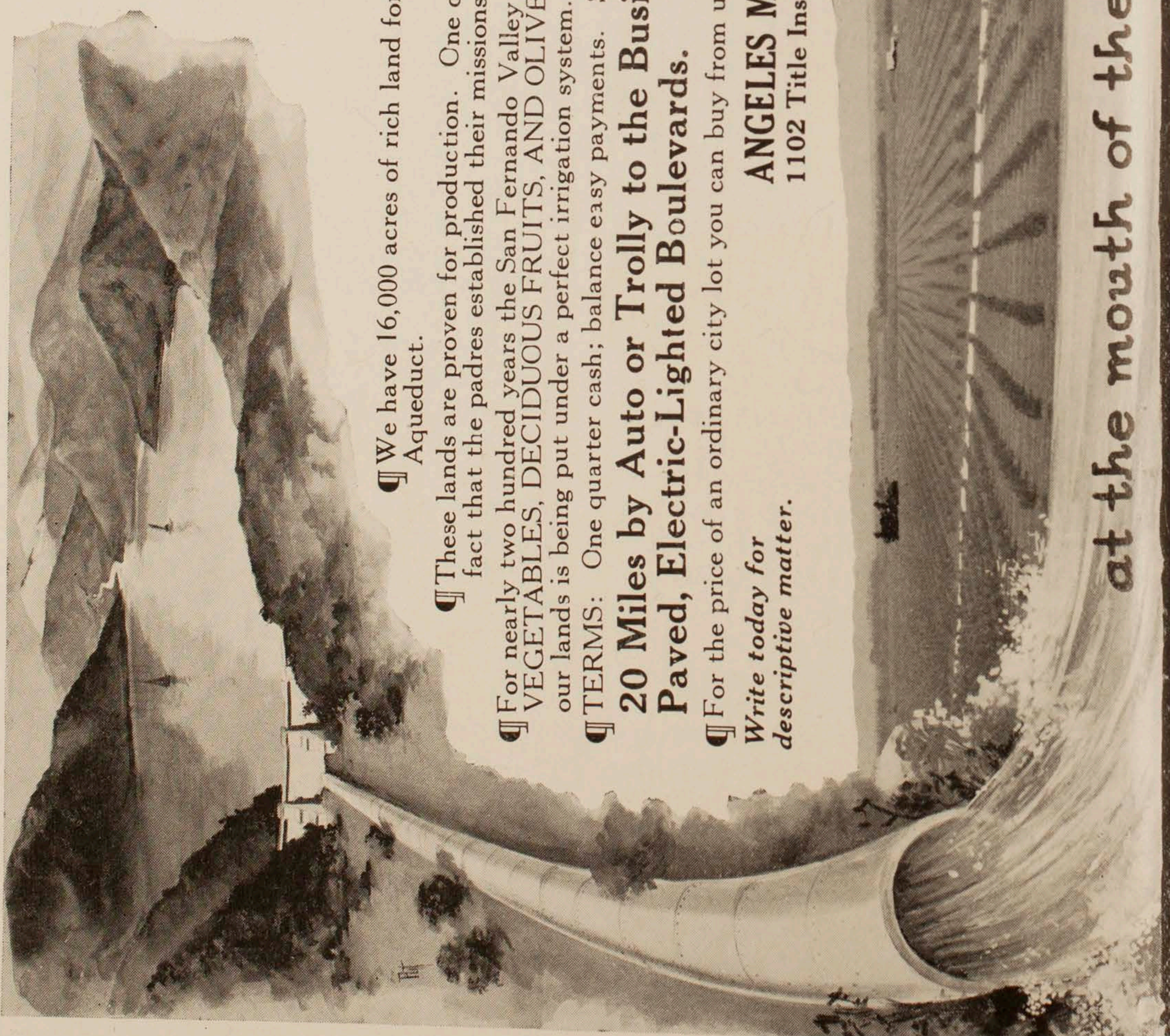
the Pacific," with its unrivalled Stratford Inn and the rare Torrey pine that grows nowhere else on earth; Scripps's Biological Station and its many queer specimens of marine life; La Jolla, with its carved cliffs and silvery strand, and its seals basking in the sun; then the drive around Mission Bay, past the Military Academy, and along Pacific Beach to San Diego and the land-locked "Harbor of the Sun," while directly across the bay may be seen Coronado, with the far-famed Tent City and the Government forts and the aviation field. Of course a stop is made at Ramona's Marriage Place, at the ruins of the old mission built by the Franciscans in 1769, and at Old Town, to see the great cross dedicated to the memory of Father Junipero Serra. Then passing the old Spanish church and jail, the route leads into the midst of the splendid business blocks and hotels of San Diego—that city wherein is magnificent Balboa Park, containing the great Exposition grounds on which hundreds are laboring to create a veritable fairyland that shall be the Mecca of thousands in 1915.

After securing lodgings, the evening affords time for a little view of the city, and next morning the party decides at which point stops shall be made on the return which gives opportunity for retouching the memory pictures gained on the out-going trip; and upon arrival in Los Angeles, those who have taken all three of the Red Star Auto Tours are presented with a large souvenir album, full of beautiful views which will prove a lasting reminder of what they saw while speeding over 500 miles of boulevards in "Sunny California."

On request a 10-day stop-over at San Diego can be arranged, or a return by boat with unlimited lay-over can be secured by payment of a small additional amount. The popularity of these motor trips is so great that an early application for special rates and reservations is advisable; and the Southern California Sight-Seeing Company is always glad to forward their handsome folders, with detailed information regarding their **Advance Panama-Pacific Charter Membership Rate Tickets**, which give these tours at reduced rates.

In choosing the combined electric car and automobile route to Pasadena, take a short line or Oak Knoll car on Main Street, or at the Pacific Electric station at Sixth and Main streets. Stop at the Sun Drug Company Store, Colorado and

San Fernando Mission Lands



☐ We have 16,000 acres of rich land for sale at \$300 to \$500 per acre at the mouth of the famous Los Angeles Aqueduct.

☐ These lands are proven for production. One of California's earliest missions is located upon them and it is a well known fact that the padres established their missions in the most fertile spots.

☐ For nearly two hundred years the San Fernando Valley has been the home of the ORANGE, LEMON, ALFALFA, WINTER VEGETABLES, DECIDUOUS FRUITS, AND OLIVES and on the non-irrigated portions hay and grain. Now every foot of our lands is being put under a perfect irrigation system.

☐ TERMS: One quarter cash; balance easy payments. SPECIAL INDUCEMENTS TO THOSE WHO WILL IMPROVE.

20 Miles by Auto or Trolley to the Business Center of the Great City of Los Angeles, via Paved, Electric-Lighted Boulevards.

☐ For the price of an ordinary city lot you can buy from us an INCOME HOME.

Write today for descriptive matter.

ANGELES MESA LAND COMPANY, Owners and Exclusive Selling Agents
1102 Title Insurance Building, Los Angeles, California

at the mouth of the Aqueduct

LOS ANGELES-SAN DIEGO STANDARD GUIDE

Raymond streets, Pasadena. The big blue automobile leaves this store three times daily, at 10 a. m., 2 and 3:30 p. m. The automobile covers about the same course in Pasadena as the trip by electric car, including the principal features of the city and a stop of twenty minutes at Busch's Gardens. It consumes an hour and fifteen minutes and is twelve miles long. The price for the whole round-trip is seventy-five cents.

SAN FERNANDO VALLEY TRIP—

This excursion may be made by electric car or by automobile. The route lies through the Cahuenga Pass into the San Fernando Valley, through Lankershim, Van Nuys and other pretty towns to the old San Fernando Mission and to the big dam of the Owens River Aqueduct.

The electric car starts from the Hill Street station of the Pacific Electric (between Fourth and Fifth streets). In leaving Los Angeles, Angel's Flight is passed, also the forest of oil derricks in the northern part of the city. The car passes through the beautiful residence streets of Colegrove and Hollywood, then the way leads over the Santa Monica mountains through the picturesque Cahuenga Pass (see Cahuenga Pass and Cahuenga Valley) into the wide-spread San Fernando Valley, a wonderful country, level as a floor from mountain range to mountain range. The soil holds moisture to a remarkable degree

and is wonderfully fertile. Once it was thought to be suitable only for grain; now it is cut up into small holdings and planted to peaches, pears, apricots, plums and walnuts, as well as to citrus fruit. Around the town of Lankershim the peach is extensively cultivated. Thousands of young trees have been set out. Lankershim is one of the older towns of the valley, but in improvements is as modern as the newest. Fruit raising and canning are the principal industries. There is a pretty park near the Southern Pacific station. Van Nuys is soon reached, a well-grown city not three years old, cut out of a grain field, built to order and built right. The buildings are all excellent, many of them faced with white enameled brick, which has given Van Nuys the name of "The White City." Headquarters of the American Beet Sugar Company were established here for the cultivation of sugar beets. Many acres in the vicinity are planted to beets. During the season the district around Lankershim and Van Nuys furnishes the Los Angeles market daily with forty tons of watermelons of the finest quality. Surrounding the town in all directions are handsome country homes. The Southern Pacific maintains a very pretty park near its railroad station. The beautiful Sherman Boulevard is one of the charming features of this valley. It is 15 miles long and 170 feet wide, with wide parking on both sides, planted with trees and ornamental shrubs. It accommodates both the electric road and an automobile driveway smooth as a floor and furnished all the way with ornamental electroliers.

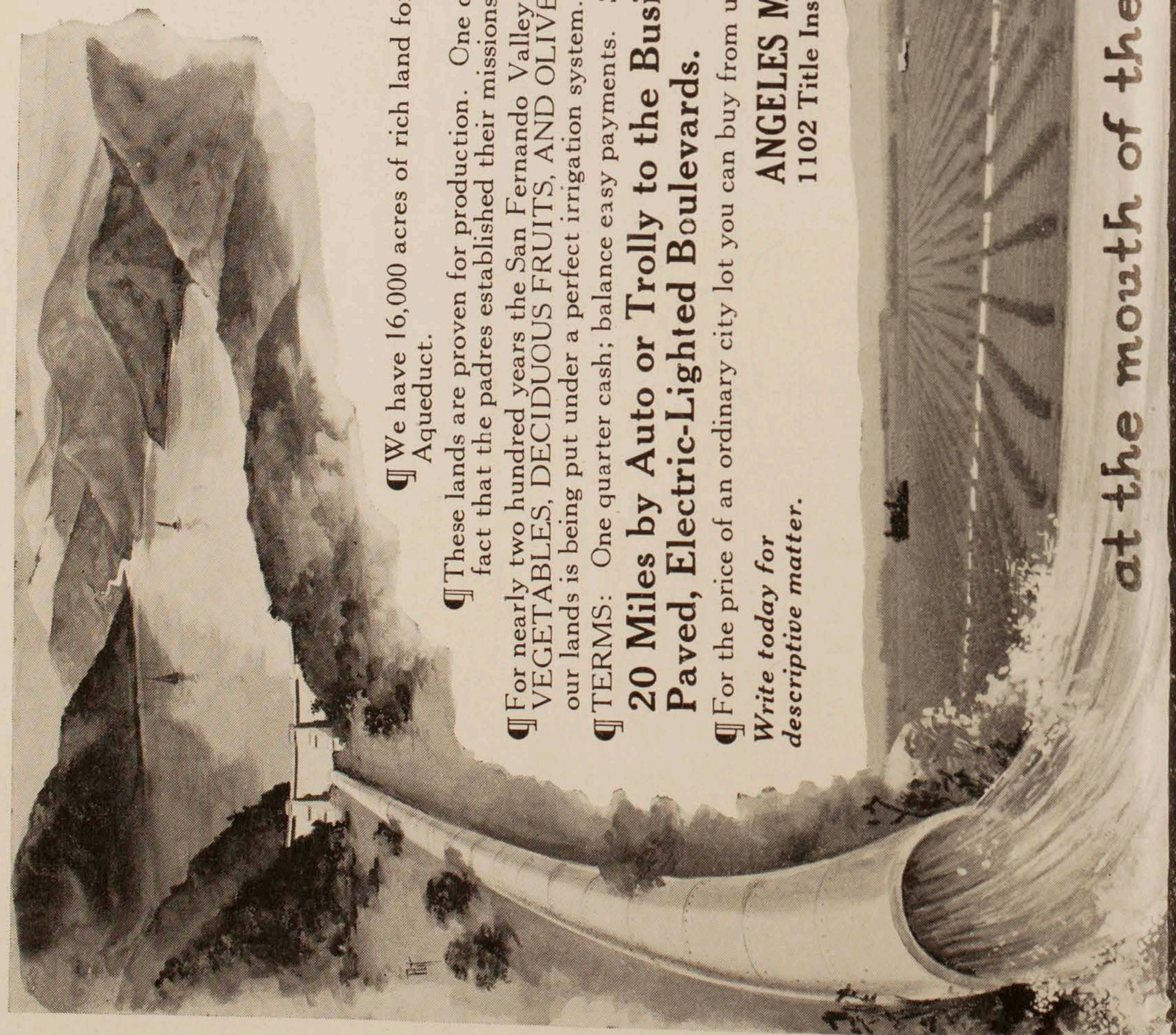
From Van Nuys the road turns to the old San Fernando Mission. This is now in private hands, but permission is granted to visit the ruins, which are very extensive. They have been sufficiently restored by the Landmarks Club to keep from further deterioration.

Several of the buildings are standing, the chapel and the so-called monastery, and parts of others. The fine tile-paved arched corridor before the monastery is intact. In the courtyard before it is a large fountain and basin. The deep, cool shadows of the corridor and the splashing water must have been refreshing to priest or traveler as he journeyed from mission to mission, the only hospices in that sparsely settled land. The main building contains many rooms, a library, refectory, kitchen, and others below stairs whose special use is not known, and numerous cham-



Tile-paved corridor, San Fernando Mission

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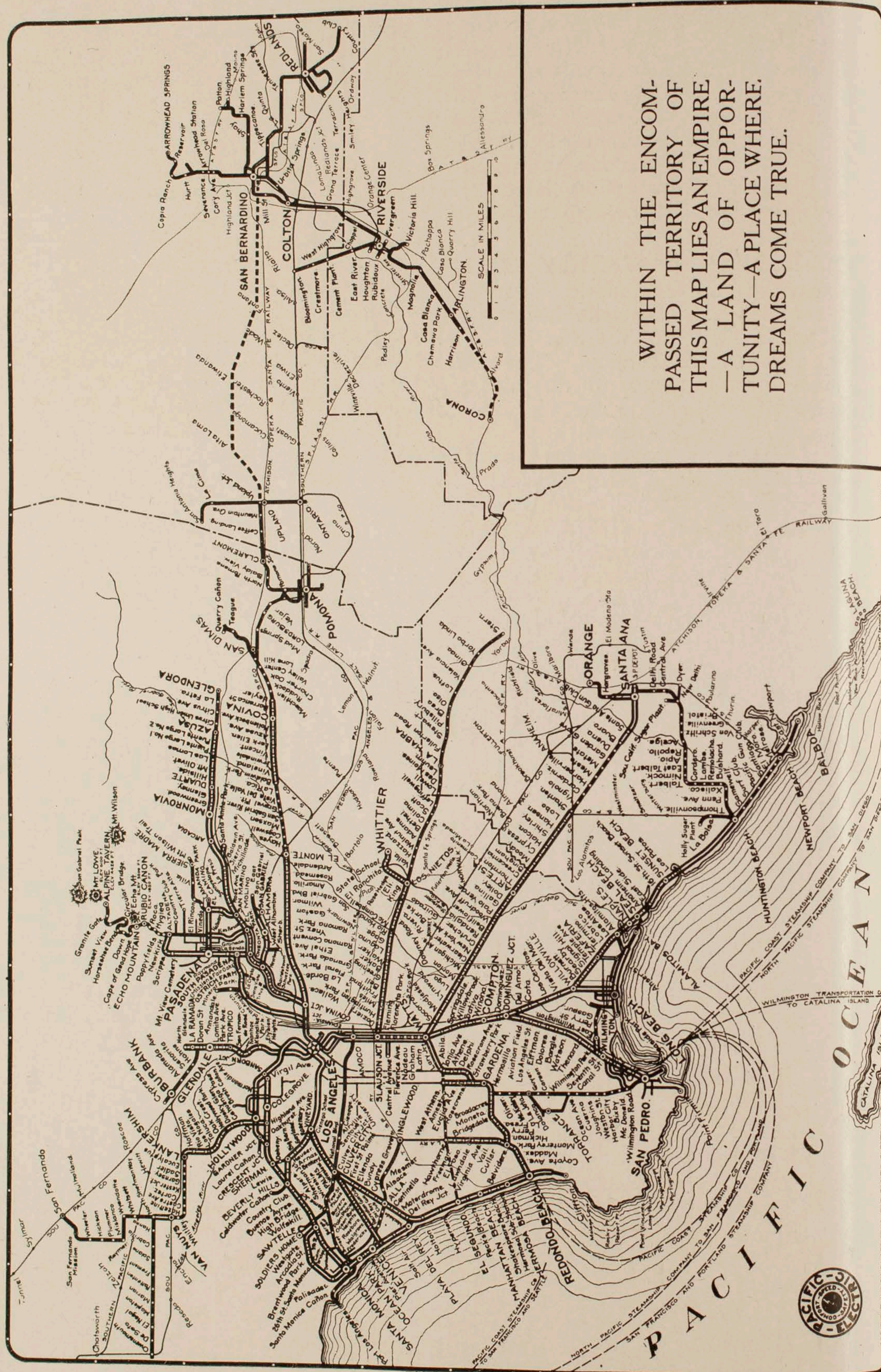
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Tile-paved corridor, San Fernando Mission

LINES OF THE PACIFIC ELECTRIC RAILWAY IN SOUTHERN CALIFORNIA



WITHIN THE ENCOM-
 PASSED TERRITORY OF
 THIS MAP LIES AN EMPIRE
 — A LAND OF OPPOR-
 TUNITY—A PLACE WHERE
 DREAMS COME TRUE.

LOS ANGELES-SAN DIEGO STANDARD GUIDE

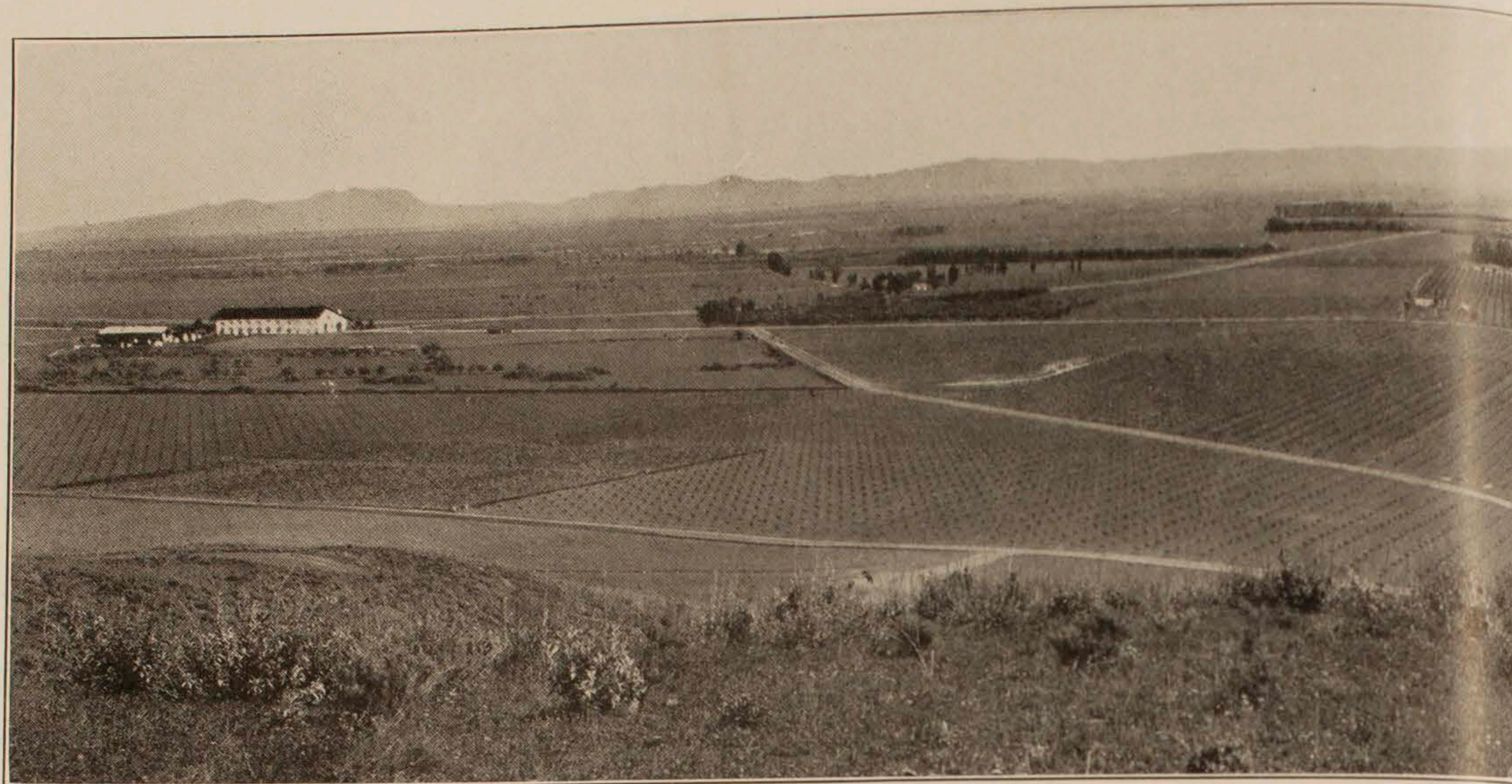


FOUNTAIN—SAN FERNANDO MISSION

bers above. Portions of old adobe walls here and there suggest the original plan of the establishment and demonstrate more than any other of the missions the great scope of the work undertaken by the padres. The buildings aggregated more than a mile and a half in length. Like sentinels guarding the buildings, stand two century-old palm trees visible at a great distance. In 1791 Father Lasuen, following out the design of Father Serra to establish a chain of missions about a day's journey apart, selected a spot in this fertile valley and with Father Dumetz founded, in honor of Ferdinand V, King of Castile and Aragon, the Mission of San Fernando Rey de España. The initial expense was borne jointly by Charles IV of Spain and the Marquis of Branceforte. It soon became successful both from a spiritual and material point of view. In 1826 an inventory shows that, besides immense flocks and herds, there were in the warehouse \$90,000 in specie and merchandise. After secularization an immense tract of land which contained the mission buildings fell into the hands of General Andres Pico, who made the treaty with Fremont at the Cahuenga Pass in 1847. In 1846 General Pico sold

the ranch to Eulogia F. de Celis for \$14,000. For many years though divided among different later owners, the ranch was one immense wheat field, twenty thousand acres in wheat being no uncommon sight. Later divisions have reduced the size of the holdings to small farms, except some sixteen thousand acres now belonging to the San Fernando Mission Land Company, which surround the old San Fernando Mission buildings. The padres, with their usual good judgment, selected for the mission lands the almost frostless slopes of the north side of the valley. Even with their crude methods of agriculture the soil was wonderfully productive and San Fernando was known as among the most prosperous of the missions.

After going through buildings, visiting the old graveyard of the padres, noticing the remains of the cactus hedge and adobe wall that once surrounded the enclosure, one may view the huge dam of the Owens river aqueduct, part of the great engineering work which is to supply Los Angeles with water. (See Aqueduct). Owensmouth is another brand new town and is destined, in the development



YOUNG ORANGE AND LEMON GROVES ON SAN FERNANDO MISSION LANDS—FIRST RESULTS OF OWENS RIVER WATER

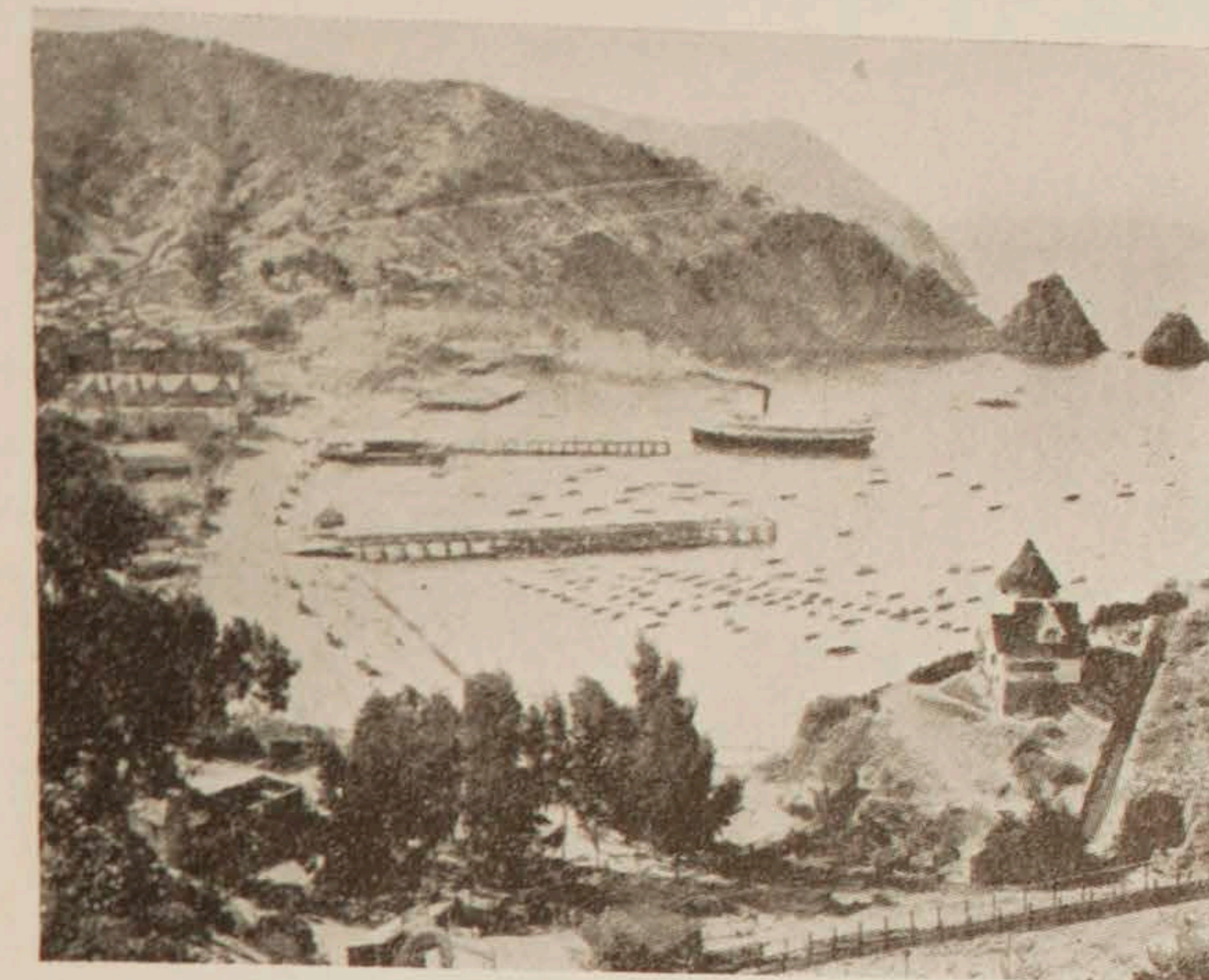
of the valley, to become an important shipping point. Sherman Way, the beautiful boulevard mentioned above, passes through the town and forms its main street. From Owensmouth the return trip begins. If it is the right season a stop should be made among the poppy fields where one may have the pleasure of picking all he wishes to carry. Returning through Hollywood, a stop should be made at the artistic Arts and Crafts Shop.

SANTA CATALINA ISLAND—Twenty miles off the Los Angeles harbor is Santa Catalina Island, twenty-three miles long, with an average width of four miles in the southern part, and two miles in the northern. Its highest point is three thousand feet above the sea. About five miles from the northern end is a depression running nearly across the island, forming a cove on either side. The connecting strip of land is only about thirty feet high, and hills rising from two to three thousand feet on each side make it appear at a distance like two very high islands. There are several fair harbors on the coast; inland are deep gorges, mountains and rocky precipices. The climate is mild and equable, with little fog and low humidity. The island possesses many attractions; mountain drives, picturesque golf links, salt water bathing, sulphur springs, hunting and fishing grounds, and the wonderful marine gardens, which are revealed through the glass-bottomed boats. Avalon, a pic-

turesque town around the crescent-shaped harbor, is a very popular summer resort, and no visit to Los Angeles is complete without a trip to Santa Catalina Island. The daily steamer leaves Los Angeles harbor at 10 a. m. (subject to change) and reaches Avalon at 12:30.

The trip to the harbor may be made either by Pacific Electric (Sixth and Main streets station), Southern Pacific Railroad (Arcade station), or Salt Lake route (First Street station). The shortest time is made by Pacific Electric, which leaves at 9:15 (subject to change). The steamer leaves Avalon on the return trip at 3:30 p. m. This gives time to visit the aquarium, bath house, curio stores and other places of interest, to see the marine gardens and to explore a little. For fishing, coaching and other pleasures a longer stay must be made. The Hermosa and Cabrillo are two safe ocean-going steamers which make the daily passage between the mainland and the island. The decks are well provided with seats, for almost every one wishes to sit outside. The vessel steams past the great breakwater of San Pedro harbor, past Dead Man's Island (so named because soldiers slain in the battle at Dominguez between Gillespie and the Spanish were buried there), rounds the lighthouse and reaches the open ocean, heading for that misty range of mountains that skirts the horizon. Bluer and bluer grows the water, and clearer and clearer the mountains emerge from the misty veil, until their sharp

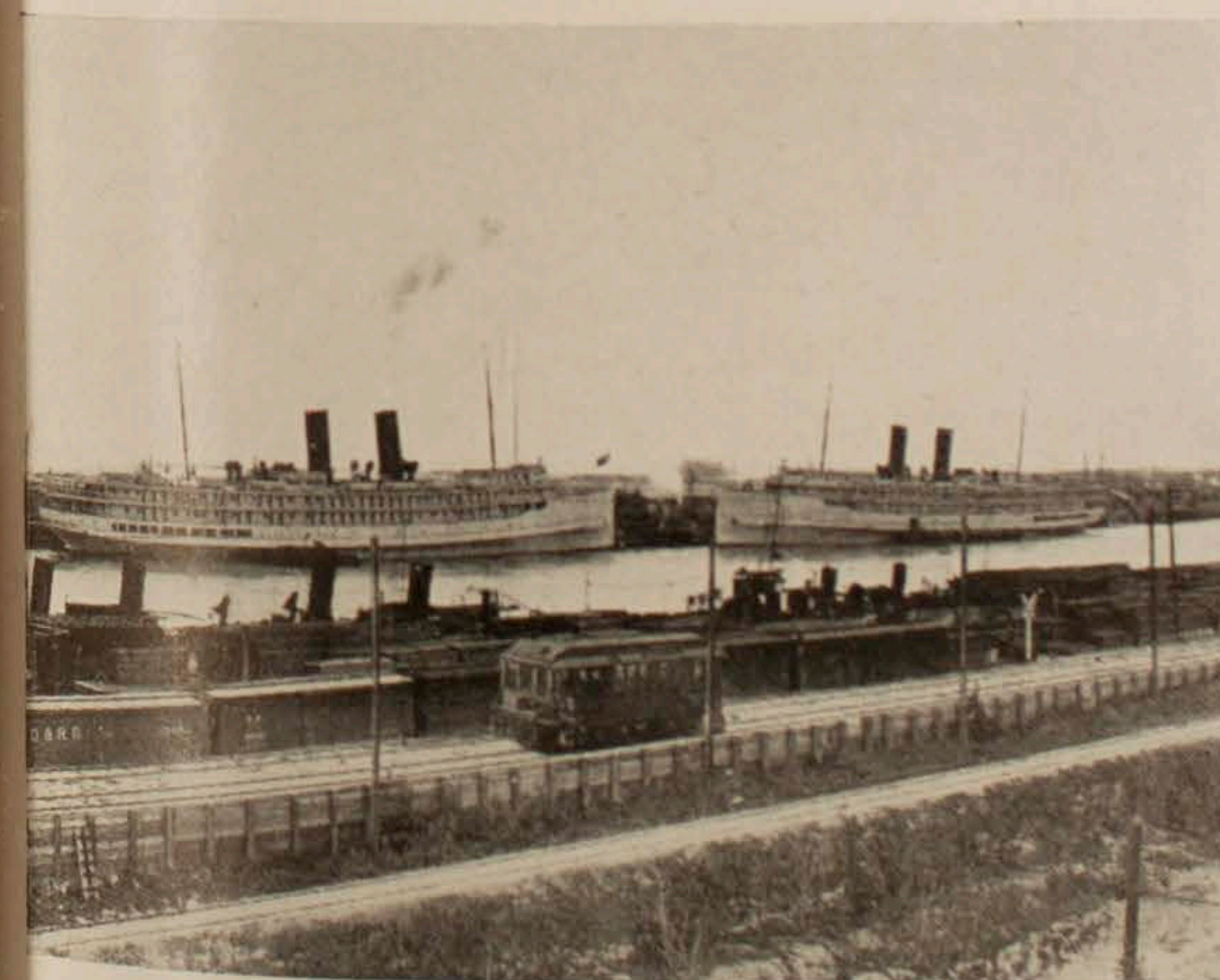
outlines and rugged, wrinkled sides are plainly visible. A faint cloud wreaths the highest peak and a pearly drift is the background against which they stand. Soon the semi-circular Bay of Avalon is well defined and, as the vessel draws nearer, the piers and background of hotels and curio stores with houses climbing the hill behind. In a moment the steamer is surrounded by a fleet of small boats, their owners shouting through megaphones that theirs, be it motor-boat, or oar-propelled, offers the only means of seeing the submarine gardens successfully. A larger boat, equipped with a searchlight, announces an evening trip to the playground of the flying fish, or a day-light trip to the seal rocks. A Hawaiian surf rider dashes past on his surf board tied to a motor-boat. Sun-browned boys are begging for coins which they dive for when thrown into the water. Far down into the clear depths one can follow the shining silver dime before it is seized by the diver, who never misses it. Amidst this crowd of boats and boys accompanied by the shouting megaphones, the vessel draws up to the dock. Everyone is hungry for luncheon and as soon as that is over, those whose stay is brief hasten to the pier for a glass-bottomed boat. The Emperor, a large motor-boat with a glass bottom, is making ready to go out, with a load, but though this makes a longer trip, many prefer the small boats. The marine gardens are quickly reached and the wonders revealed through the clear water are never to be forgotten. The boatman tells you the popular names for these waving masses of marine foliage, as different from each other as the shrubbery in a garden of



Avalon, Santa Catalina Island, most famous fishing resort in the world, 27 miles from the mainland

earth. There are ladies' feather boas, ribbon sea weed, sea tomatoes, sea heather, mermaids' hair or dulse, and iodine kelp like trees, bearing silver balls as fruit, waving gently to and fro as the oars stir the water. And in and out are darting gold perch and blue perch and electric perch, all colors of the rainbow and brilliant like jewels. There are sea cucumbers, too, and sea urchins. Here and there the water is phosphorescent. It is a fascinating vision. Returning to the town, the aquarium is to be visited, the curio stores and other interesting spots. The fishing at Catalina Island is famous. The leaping tuna, weighing from eighty to two hundred and fifty pounds is the hardest fighting game fish known, and is caught with rod and reel only in Catalina waters. Sword fish, also splendid fighters, are caught here, albacore and yellowtail, black and white sea bass and many other fish. Power launches, especially built and equipped for sea fishing, can always be secured at Avalon.

Besides fishing the Catalina wild goat offers good sport for those who enjoy hunting. The mountain coach rides are another diversion and afford wonderful views of the island and sea. Golf and tennis entertain many, and mountain climbing yields glorious views. Boating and bathing are other attractions. But all these things are for those who spend more than a few hours on the island. Another sea trip of two and a half hours and the steamer is rounding San Pedro breakwater again, 6:45 and the Pacific Electric car enters Los Angeles. The price of the round trip is \$2.75. The fare for the glass-bottomed boat is fifty cents.



Los Angeles Harbor (San Pedro) where the ships of the Orient and Occident find safe anchor

HOW AND WHERE TO LIVE IN CALIFORNIA

The man who makes two chickens grow where there were no feathers before, is even better than the man who makes two blades of grass grow where none grew before. Making it possible for small poultry growers to develop their business and buy their homes at the same time, letting the hen buy the land, is even a greater accomplishment. **Plymouth Acres** in the southwest, in the direction in which Los Angeles is growing so rapidly toward the sea, is but a short distance from Los Angeles, and a still shorter distance from Redondo. Half acres and acres, ideally located for chicken raising, truck gardening, small homes, are sold at such low prices and such easy terms that one finds opportunity for immediate returns in a pleasant, profitable business, at the same time investing in land squarely in the path of Los Angeles' growth and therefore benefiting in the great increase in property values in Los Angeles. All these acres and half acres offer opportunity for later subdivision into lots and consequent profits much beyond the increase in value of eastern or middle west realty.

To those whose ambition is to own a beach home in the very arm of the Pacific Ocean, with nothing but gentle breezes and the sunlit waters of this mighty ocean between them and China, **Seal Beach and Seal Beach Court** offer that opportunity. Thousands have longed for the day when it would be possible to have a beach home, either for the summer or for all the year round, and in this fortunate place, Nature has done everything to make a beach home ideal. **Seal Beach** is located 4 1-2 miles south of Long Beach between two great still water bays—Alamitos on the west and Anaheim on the east, with a mile and a quarter of the safest, cleanest, balmiest beach known on the Pacific. Children old enough to walk are safe in the gentle surf, which is absolutely devoid of undertow. Hundreds of thousands of dollars have been invested in this property by discriminating investors and thousands more are purchasing there now. Fine transportation, good water, splendid accommodations of every sort, make it the ideal family beach free from the unpleasant things that spoil Nature and offend refined people.

"BROOKLYN"—WEST, located on Washington Boulevard within echo distance of the city limits of Los Angeles, westward on the great highway to Venice and the sea, offers to the newcomer and the home seeker an ideal location with a wonderful panoramic view of Mt. Baldy and its sister mountains, with an ideal climate, large lots, fine improvements, splendid parkings, delightful surroundings and the best of transportation. Prices are low and

an investment is sure to multiply and grow, for Los Angeles is speedily growing westward along the Venice Short Line. With the completing of the subway, it will be a solid city from the business center to the shores of the Pacific. The subway line will bring **"BROOKLYN"—WEST** within fifteen minutes of the very business center of Los Angeles.

LOS ANGELES HARBOR offers to the shrewd and discriminating investor a great opportunity similar to that given to those pioneers who came to Los Angeles eighteen or twenty years ago. Only in this case the opportunity is secured and guaranteed by the growth of Los Angeles and the enormous sums already poured into the harbor, the opening of the Panama Canal and the development of market industries in and around Los Angeles. Inasmuch as Los Angeles will serve eight great states for freight and passengers, and to send their produce to all parts of the world, investment in good harbor property can be recommended without reservation.

RIVERBANK is one of the fastest growing towns in the San Joaquin Valley. Right in the center of Stanislaus County, the banner dairy county of California, it is surrounded by 400,000 acres of well-irrigated land and here the land owns the water. Riverbank has now a population of over a thousand, schools, theatres, churches, electric lights, gas, sewers, and splendid water. It has a model chicken farm and with its splendid markets and its fine development offers great opportunity for poultry ranches, 5 and 10-acre truck and berry places, and 20 and 40-acre alfalfa and dairy farms.

The above properties are handled by the Guy M. Rush Co., 901-5 Story Bldg., Los Angeles, Sixth and Broadway, who are members of the Los Angeles Realty Board, California State Realty Federation, Los Angeles Chamber of Commerce. They handle nothing but the very best property of its kind. Inquiries at any bank in Los Angeles will reveal their excellent standing. Information regarding Los Angeles or Southern California will be given by the Guy M. Rush Co. without any obligation on the part of the person seeking information, and prospective investors making inquiry there may be assured a sense of security that it is gratifying to the North American Press Association. We endorse this company and recommend it. We suggest that those seeking to locate in Los Angeles, call up this office or telephone Broadway 24 or Home 60055 for complete information, not only regarding the properties above described, but regarding any properties in Southern California.

LOS ANGELES-SAN DIEGO STANDARD GUIDE

TRIANGLE TROLLEY TRIP—This is one of the Pacific Electric trips, an all-day trip of one hundred miles for \$1.00, with a two-hour stop at Long Beach and a short stop at Santa Ana. For thirty miles the route is along the ocean shore and it includes ten beach resorts. The last car leaves the Pacific Electric station at Sixth and Main streets at 9:30 a. m. From Los Angeles the way is southeast through large dairy farms and agricultural sections towards Santa Ana. To the north are the walnut groves of the district surrounding Whittier and the train passes by the Olinda oil district. Near Santa Ana are fields of sugar beets and several great beet sugar factories. Santa Ana is the county seat of Orange County, a charming city of 12,000 population. As in nearly all Southern California towns, the public school system is abreast of the population, with seven



A near view of the celery industry of Orange County, near Los Angeles

its Valencia and St. Michael oranges, to which it seems peculiarly adapted.

Santa Ana is the commercial center of the greatest beet sugar industry in the world, and it leads all other towns in the shipments of English walnuts. After boarding the train again the way turns south and strikes the coast at Huntington Beach. Southeast of Huntington Beach are other beaches not included in the organized trips, but easily reached, Newport Beach, Balboa and Laguna Beach are some of them.

At Huntington Beach the route lies between the ocean and a row of palm trees. Here are pretty summer houses and handsome all-the-year homes, and Huntington Inn, a charming hotel. From here the way skirts the shore in a northwesterly direction, passing the club house and duck shooting preserves of the Bolsa Chico Gun Club, and through numerous beach resorts, Sunset Beach, Seal Beach, Alamitos Bay and Naples among them. Naple-



A street in Santa Ana, the ruling city of the vegetable and sugar beet kingdom adjacent to Los Angeles

grammar schools, two high schools, Domestic Science and Manual Training School and plans proposed for a \$200,000 polytechnic school. There are churches of all the leading denominations with fine church homes, club houses and lodge buildings, a handsome court house, a library building, and a progressive business section. There are several large sugar factories, a cannery, packing houses, planing mills and lumber yards, and various other industries. The ocean, only twelve miles away, tempers the climate, and extremes of heat or cold are unknown. All kinds of semi-tropical fruits are raised in the vicinity in great abundance; figs, grapes, olives, dates and guavas; and Orange County is famous for



Long Beach, city of the Silvery Strand, beautiful homes, marvelous growth and industry



Throng of pleasure seekers in front of Long Beach bath house, Long Beach

What Long Beach Offers

A climate unexcelled both winter or summer. Beautiful homes. Twenty-seven fine churches. Twelve schools costing over \$1,000,000. Three beautiful parks. A Carnegie Library with 25,000 volumes. A municipal water system. A modern sewer system. Thirty miles of paved streets.

A superb harbor on which \$1,250,000 has been spent. Free municipal docks. Six banks with resources of \$9,000,000 and deposits of \$7,500,000. Wonderful commercial opportunities. Clean amusements. Free municipal band concerts. A four-mile Walk of Ten Thousand Lights.

Long Beach is a great summer resort, and a great winter resort. It is a city of fine citizenship. The building permits last year were \$4,500,000. The assessed property valuation is \$30,000,000.

Long Beach has two steam railroads, a network of electric railroads, cheap power, a low tax rate, contented labor, cheap factory sites, eight banks, and a dozen other assets of first importance.

Long Beach plans a \$1,000,000 municipal pleasure pier; miles upon miles of paved streets; more municipal docks; new hotels and apartment houses; important harbor improvements; new factories.

The industries here include

Salt works
Glass factory
Lumber mills

Brick yards
Wagon factories
A shipbuilding plant

Yacht, launch and engine works
Rug and carpet factory
Novelty factory

Railroad utilities factory
Tent and awning factory
Harness factory

Shell factory
Mattress factory
\$2,000,000 electric plant

Ice factory
Flour mill
Cement works

Cabinet works
Sash and door factory

Room for other industries

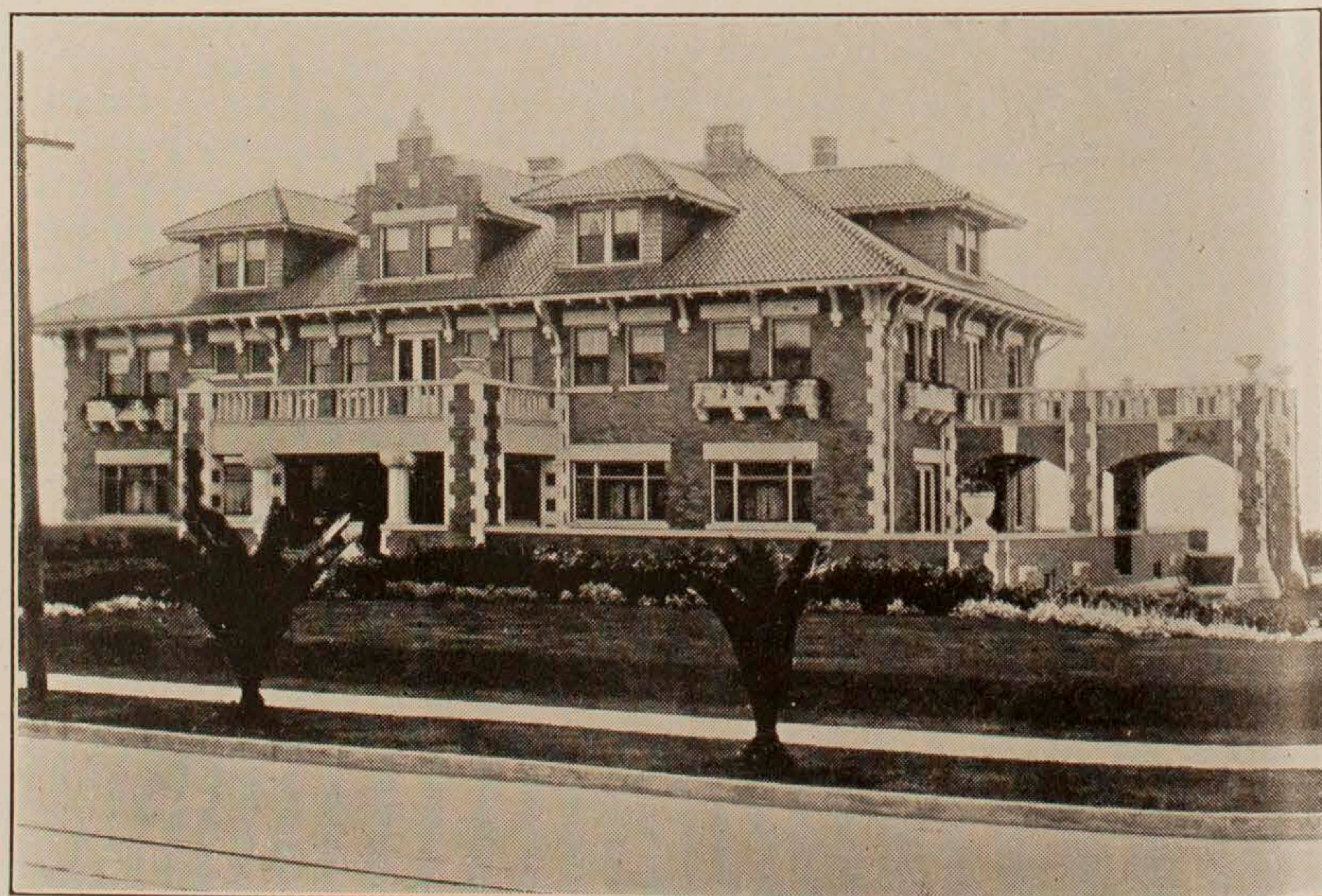
Write

R. L. BISBY

Secretary

Chamber of
Commerce

**Long Beach
California**



One of the fine homes at Long Beach

LOS ANGELES-SAN DIEGO STANDARD GUIDE

has a five-mile system of canals, whose banks are dotted with pretty homes, a modern hotel and two cafes noted for their Sunday dinners. The San Gabriel river flows into the ocean at Naples. The palm-bordered streets of Bay City look very attractive as the train passes on to



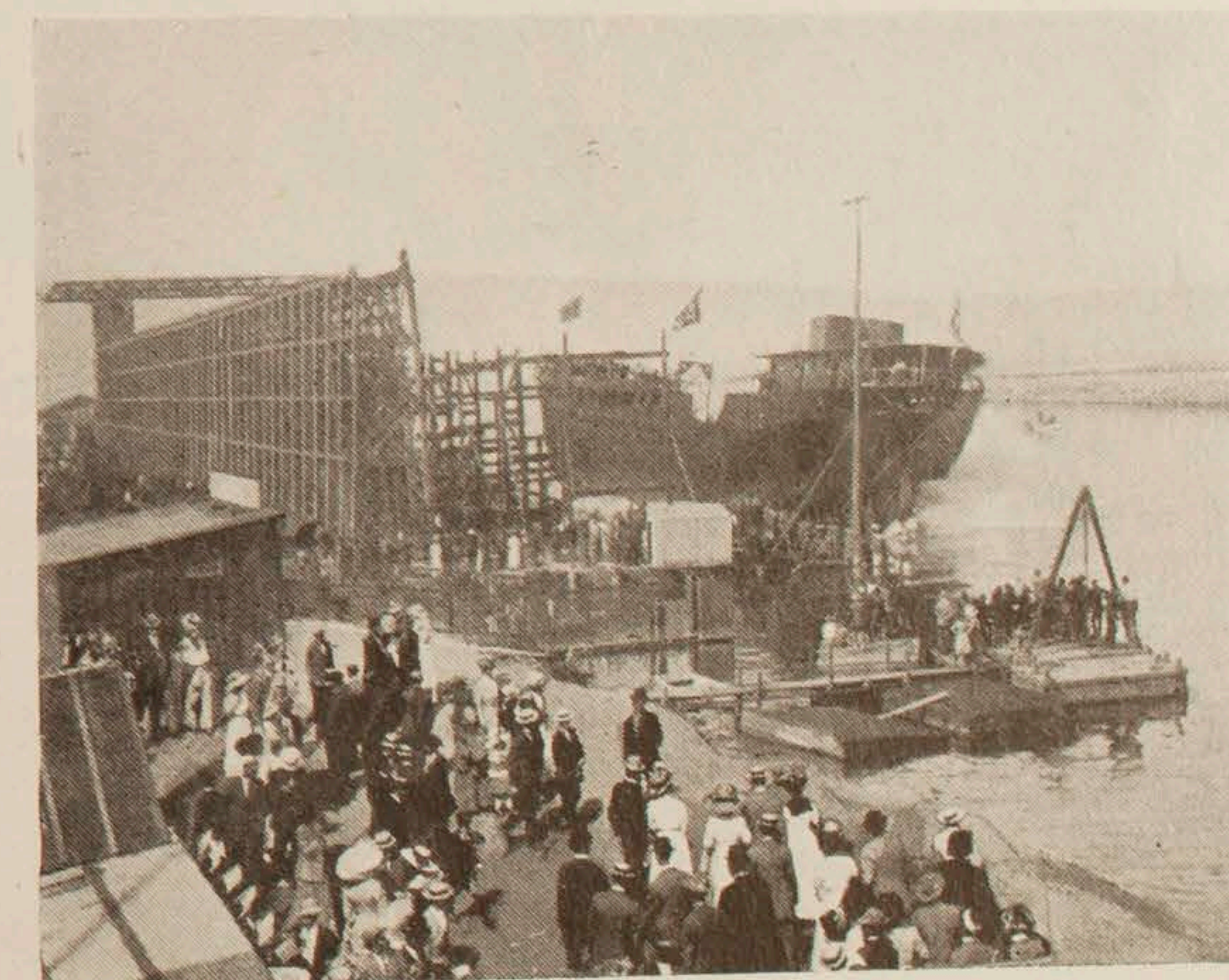
Balboa Island and Newport Bay, where one may find ideal still and rough water boating, bathing and fishing

Long Beach, where a two hours' stop is made. Luncheon is the first consideration and there are many good cafes near at hand. A short way up the street is the beautiful Virginia Hotel, where food and service are of the best. This hotel has a superb location overlooking the ocean, and is entered by a palm-bordered approach. With ivied walls, terraced sunken gardens, a paved tennis court with the ocean rolling on its borders, it is a most attractive place. (See Notable Hotels.)

Long Beach is a popular summer resort, but also a thriving city of permanent homes. The population is about 45,000. It has direct communication with Los Angeles by the Southern Pacific Railroad and San Pedro, Los Angeles and Salt Lake Railroad, as well as by Pacific Electric. Its industries are varied, including a ship building plant, a glass insulator factory, the Star Drilling Machinery Company, large lumber yards and the Union Oil Refinery. There are twenty-seven churches, some with congregations of over a thousand and nearly all with handsome buildings. The fine school buildings include a new \$250,000 Polytechnic High School. There is a beautiful public library building set in a pretty park and there are miles and miles of beautiful homes lining paved and shaded streets. Ocean Front Boulevard extends for five miles along the bluffs over the beach.

The Beach Drive extends for ten miles along the bay shore. Five parks, besides the children's playgrounds, provide recreation for the permanent population, while the summer residents find delight in the beach, the Walk of Ten Thousand Lights, and the Pike, with its bath house and hundreds of amusement features. There is a \$100,000 double decked amusement pier running out into the sea eighteen hundred feet, at whose outer end is an immense glassed-in sun parlor; at the land end is a great auditorium, overlooking the Pike and beach, thronged with sight-seers and pleasure seekers.

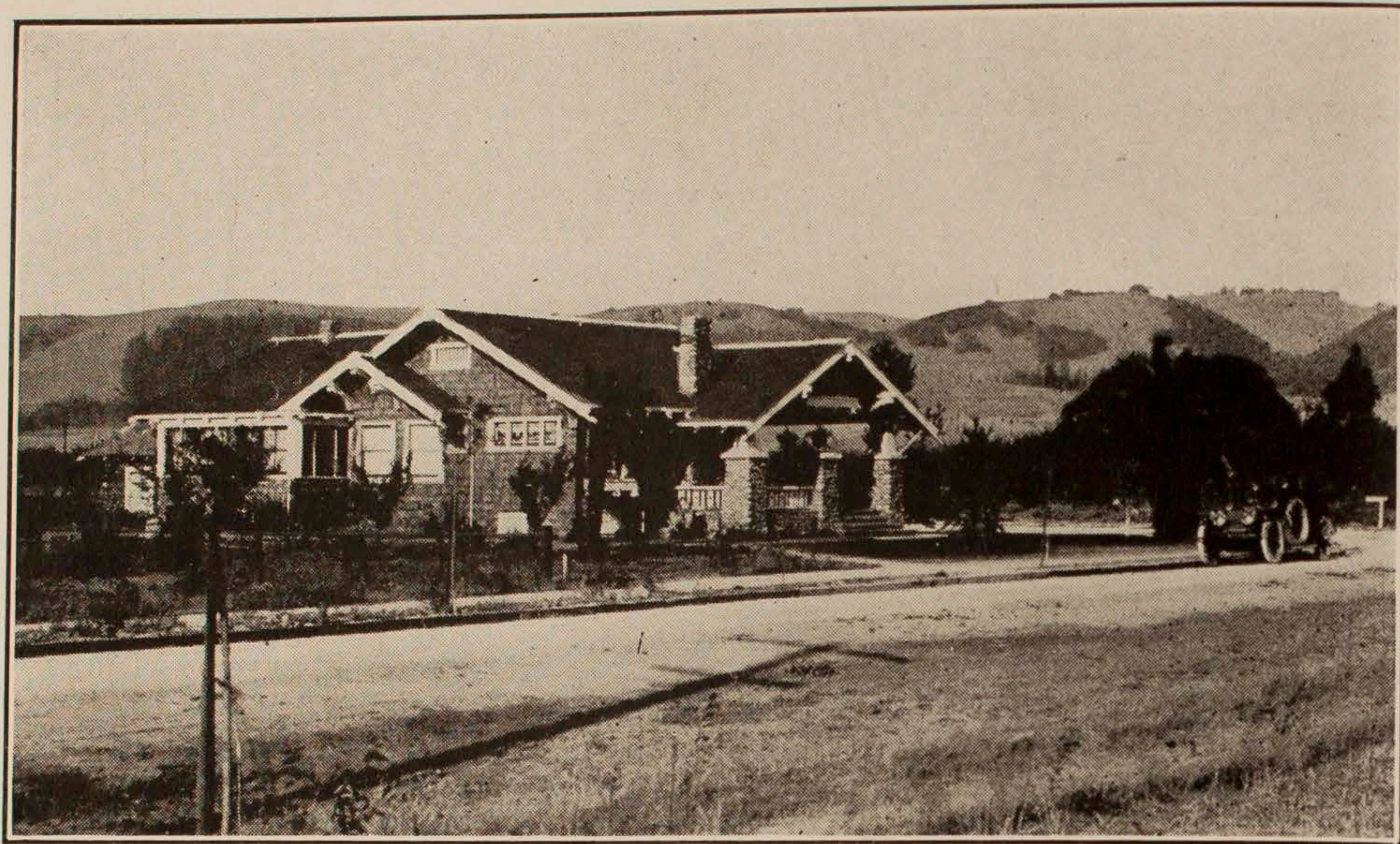
After leaving Long Beach the train passes through Wilmington and on to San Pedro and Point Firmin. These are all described in alphabetical order in the body of this book. A considerable stop is made at San Pedro, giving time for a walk and rest in the pretty park which borders Point Firmin along the ocean cliff. Then the route turns north to Los Angeles, passing through Compton and other pretty little towns to Watts, and from there on over the same route as in the morning. Los Angeles is reached about 6 p. m. For all the Pacific Electric trips, it is well to engage seats beforehand, though it is not usually strictly necessary. They may be engaged by telephoning to the information bureau in the Pacific Electric Building at Sixth and Main streets, or by applying in person. Besides these special



Craig shipbuilding plant at Long Beach, one of the many Southern California industries

organized trips, there are other interesting towns and localities to be visited in the vicinity of Los Angeles. It is possible to see nearly the whole country in this vicinity with great ease by the Pacific Electric system.

OAKLAND—a City of Homes



California Bungalow in Dutton Manor

You can own a beautiful home like this in DUTTON MANOR ADDITION or KENWOOD PARK, two of Oakland's choicest residence districts, within twenty minutes of the city of Oakland, on the new Southern Pacific Electric Service. High-class improvements and well restricted. SEND US YOUR NAME AND ADDRESS AND WE WILL TELL YOU HOW.

Subdivisions of large and small tracts in both city and country our specialty. No proposition too small or too large to receive our attention.

If you are interested in Oakland and California, do not fail to place yourself in communication with our firm. All inquiries cheerfully answered, and maps sent upon application.

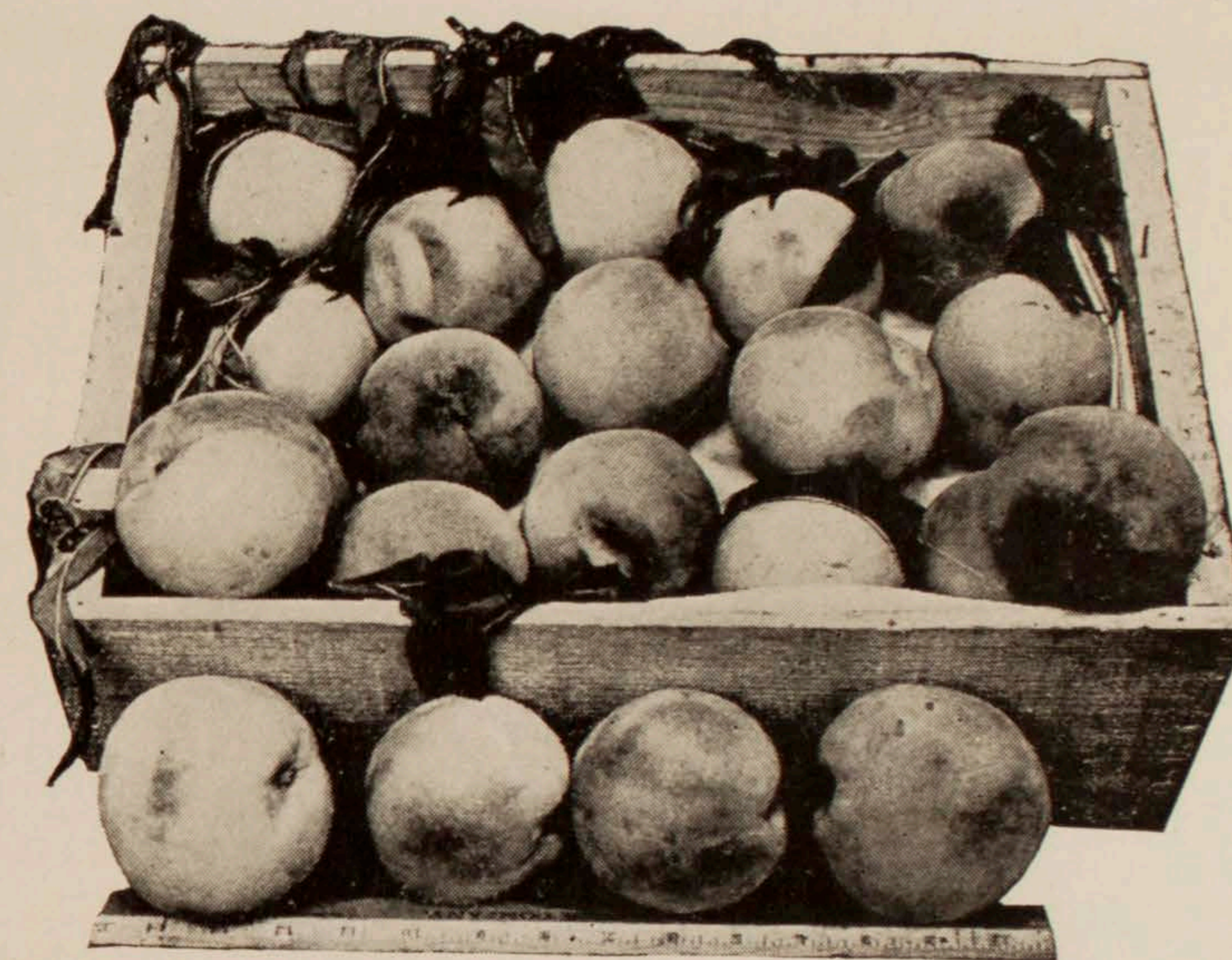
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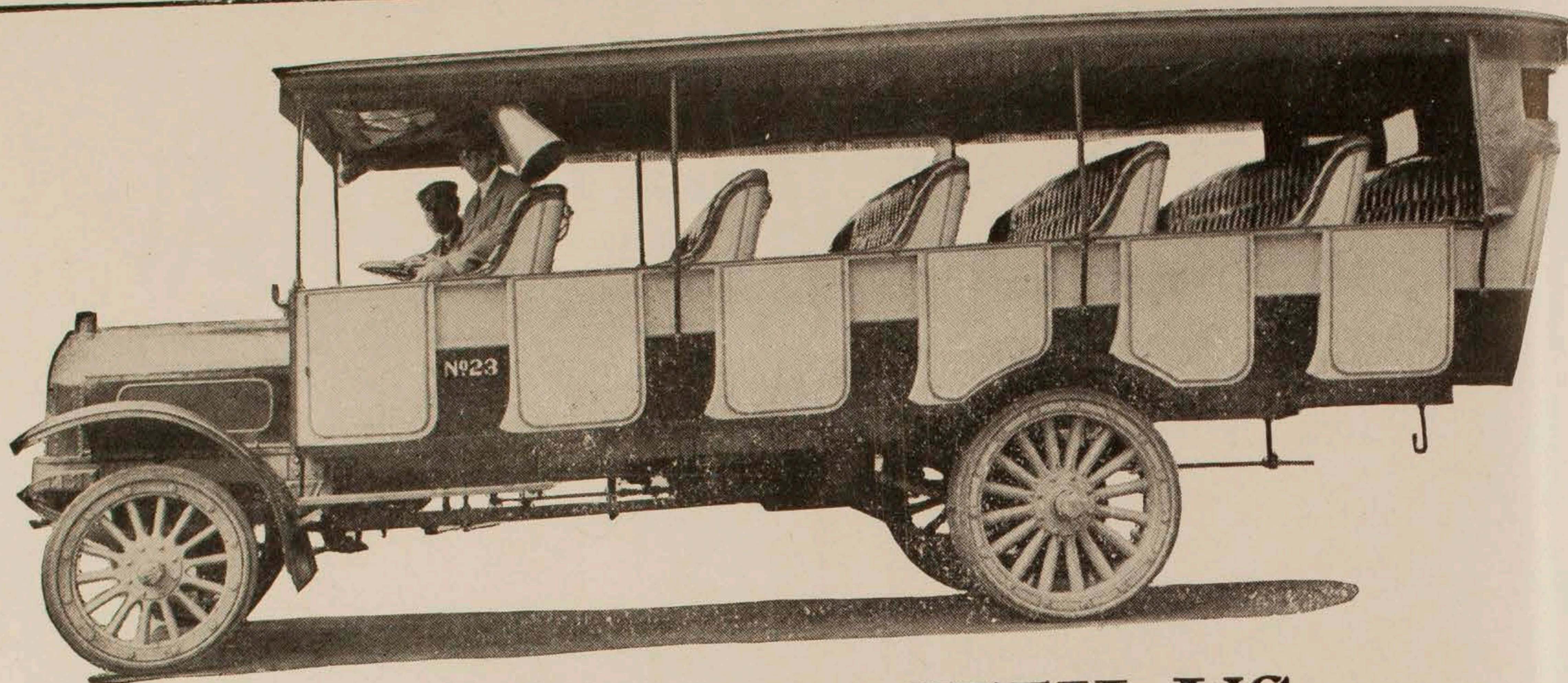
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SEE IT ALL WITH US

POINT LOMA

The trip to Point Loma is over one of the finest boulevards in the country and must be taken to be appreciated. With its ever changing panorama, it is a trip of wonderful beauty; as a fitting climax, at the extreme end of the Point, on a crest of a promontory 500 feet above sea level, one may look over the Pacific Ocean on one hand, and on the other, San Diego Bay, with San Diego, Coronado and the Coronado Islands in the foreground, and the magnificent high mountains (6000 feet elevation) of Old Mexico, with their ever changing colors, in the distance.

On this trip we have the exclusive privilege of taking our cars through the entire grounds of the International Theosophical Headquarters of the world. We also pass the Government Wireless Station, Bennington Monument, Fort Rosecrans, Fort Pio Pico, Quarantine Station, the Old Mexican Light House, built in 1769, and the New Government Light House.

Fare, \$1.00. Cars leave 10:00 A. M. and 2:00 P. M. Trip requires 2 1-2 hours.

TIA JUANA, OLD MEXICO

A trip into a foreign land is always interesting, and this one especially so, because it can be made in such a short space of time, and with no inconveniences. Leaving at 9 in the morning, one is back in time for luncheon, and has had a forty mile ride through the residential and industrial portion of San Diego, and through the greatest lemon producing section of the United States—National City and Chula Vista. After a stop of about an hour in Tia Juana, Old Mexico, where one can view Mexicans in their own country, send post cards and purchase souvenirs and curios, we pass over the Silver Strand, the greatest natural breakwater in the world, past the famous Tent City and Hotel del Coronado, and over San Diego Bay by ferry, back to the U. S. Grant Hotel.

Fare, \$1.50. Cars leave at 9 A. M. and 2 P. M. Return at 1 and 6 P. M. Distance 40 miles round trip.

SEEING SAN DIEGO

San Diego is built as an amphitheatre, overlooking its two bays, with a background of Point Loma, Coronado and the ocean.

A trip about the business and residential portion of San Diego is well worth the effort, giving one an idea of the change that a few years have wrought—structurally.

After a trip through the business and residential section, one is taken to our 1400 acre Balboa Park, the site of the Panama-California Exposition, which will be held in 1915, continuing over the beautiful park drives, with stops of a few minutes at various view points, we return by the way of Chinatown, and a portion of the wholesale district and waterfront of San Diego.

Fare, 75 cents. Cars leave 10:30 A. M. Return 12 noon.

SAN DIEGO MISSION

Historically, San Diego presents many points of interest, and oldest among these is the San Diego Mission, the first Mission erected in the state.

Father Junipero Serra finished the work in July of 1769, and from this start spread the work of erecting a chain of 21 Missions along the coast.

The Mission today is but a remnant of the imposing structure erected 140 years ago. Enough remains to show the character of the structure, and one of the bells brought from Spain at the time of the dedication.

Olive trees that were planted during the erection of the Mission are still bearing. This is one of the most photographed points in the state, for it was here that civilization started on the Pacific Coast.

Fare, \$1.00. Cars leave 2 P. M. Return 4:30 P. M.

A BAY TRIP

A trip about the bay in a finely appointed yacht with every convenience for a pleasurable visit to the points of interest along the shore.

See the work being done by the city in building municipal wharfs; the most unique yacht club quarters on the coast; the trans-Pacific freighters unloading; the manufacturing and industrial section of the city; the monster log rafts; gun-boat-row, where some of Uncle Sam's fighters are always anchored; the national aviation field; the Quarantine and Coaling Stations; Fort Rosecrans and Fort Pio Pico.

Fare, 50 cents. Sight Seeing Cars leave U. S. Grant Hotel 2:15 P. M. for this trip.

SAN DIEGO SIGHT SEEING CO.

Office: Main Entrance U. S. Grant Hotel



SAN DIEGO, CALIFORNIA

The Exposition City in 1915

No one who visits Los Angeles should fail to go to San Diego, and this for several important reasons. First, because the trip is a delightful one whether by water or by rail, and if it is made by rail there are two of the most important and most interesting of the old missions to be visited on the way. Second, to all Americans, and especially to Californians, San Diego should possess an absorbing interest, as it was here that California history began. Here Cabrillo, the first of the Spanish navigators, landed in 1542, Viscaino followed early in the next century and here in 1769 was planted the first of the Franciscan missions in Alta California, the first white man's settlement on our western coast. Third, San Diego is in itself a very attractive city, with its equable, sunny climate of moderate

temperature; its handsome buildings and charming homes; its picturesque situation, rising gradually from the bay which it half encircles; and with the many delightful excursions of which it is the base. And fourth, because it is the site of a unique year 'round exposition, which will commemorate in 1915 the opening of the Panama Canal and call the attention of the world to its own situation as the first American port of call. The beautiful buildings of this exposition are fast rising in the great park which is the heart of the city.

For all these reasons the tourist can readily see that he cannot afford to overlook San Diego. From Los Angeles the water trip may be made by either of two lines. The steamers President and Governor of the Pacific Coast Steamship Com-



SAILING ON SAN DIEGO BAY

"WONDERLAND", OCEAN BEACH

pany leave Los Angeles harbor Wednesday and Saturday mornings at 10:30, arriving in San Diego at 5 p. m. Returning they leave San Diego Wednesday and Saturday evenings at 11 o'clock, reaching San Pedro at 6 a. m. Thursday and Sunday mornings.

The Los Angeles ticket office of the Pacific Coast Steamship Company is at 540 South Spring Street. The San Diego office is at Third and D streets.

The steamers Harvard and Yale of the Pacific Navigation Company leave Los Angeles harbor for San Diego at 3:30 p. m. on Thursdays and Saturdays, arriving in San Diego at 8:30 p. m. Returning they leave San Diego from the Santa Fe wharf on Fridays and Sundays at 8 a. m., arriving in San Pedro at 1 p. m. The Los Angeles ticket office of this company is at 611 South Spring Street, and the San Diego office at 1200 D Street.

The steamers of both these lines are handsome, commodious vessels and the short ocean trip is a delightful one for those who love the water. It affords a fine view of Los Angeles harbor, Dead Man's Island, of Terminal Island, where is the club house of the South Coast Yacht Club, of Point Firmin and then the steamer passes the great breakwater and is in the open sea. Entering San Diego harbor a few hours later the steamer glides between the breakwater and the long arm of Point Loma. It passes under the guns of Fort Rosecrans, rounds the aviation field of North Island (not really an island), passes the opening of Spanish Bight, which so nearly cuts North Island from Coronado, and brings up at San Diego.

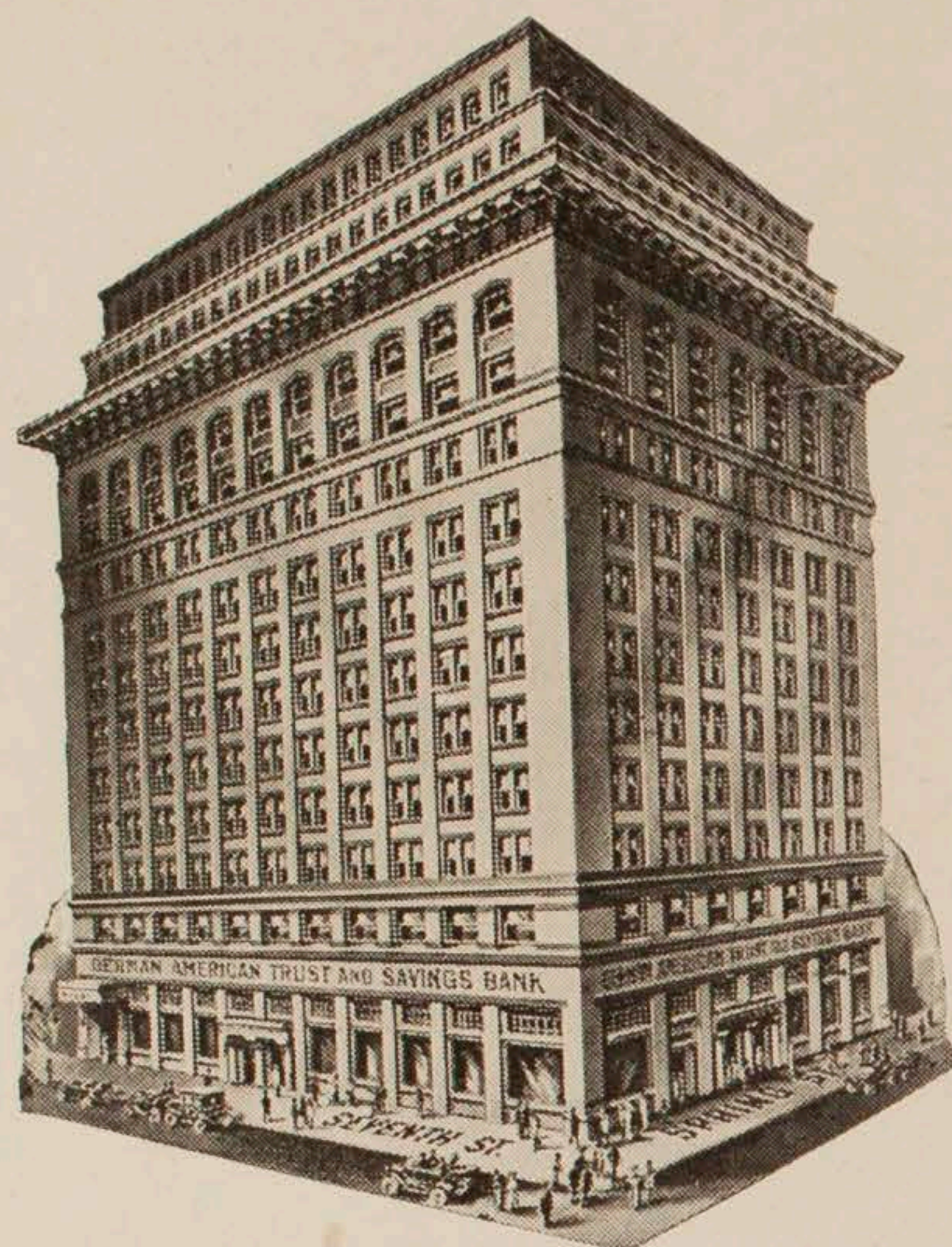
The trip by rail takes about four hours, but at least one stop should be made en route, at San Juan Capistrano. The mission being close by the station a stop-over between trains gives ample time to enjoy it. Unfortunately, there is no schedule by which both San Juan Capistrano and San Luis Rey can be visited, and San Diego reached from Los Angeles, in the same day. San Luis Rey is about four miles from the station at Oceanside and there is not time between afternoon trains to take the drive, visit the mission and return, so, unless one wishes to stay overnight at Oceanside, it is better to visit one mission on the way to San Diego and the other on the way back. If the time can be spared, or if one is on pleas-

ure bent, a stay overnight, or for a longer period, at the delightful Stratford Inn at Del Mar will repay one. From the train one has glimpses of this charming hotel facing the sea.

The Santa Fe coast line serves San Diego from Los Angeles. For the various trains it is best to consult a time table. A convenient train leaves Los Angeles at 9:10 a. m. Almost as soon as it emerges from the city orange blossoms perfume the air and the beautiful evergreen trees with their golden fruit are seen on either hand. Then follow large fields of sugar beets, and alternating walnut and orange groves, with occasional homes, hedged in and embowered with roses. Distant mountain ranges limit the vision. The dry bed of the San Gabriel river is seen now and then. At Santa Ana a beautiful little park, filled with pansies and roses surrounds the station. Big alfalfa fields spread their vivid green over the levels, then the gray-green of olive orchards which give way to gently swelling hills, some green or golden with grain, or, perhaps, freshly reaped, all embroidered with the delicate, feathery, golden mustard, in places man-high, recalling Ramona making her way through the feathery fronds to meet Father Salvidea coming from San Luis Rey.

At eleven San Juan Capistrano is reached. From the train can be seen the high walls of the ancient church. It is but a step from the pretty modern station of mission design to the cloistered quadrangle and ruined nave of this splendid church of long ago. Gazing on them the mind rushes back over the years to the golden days of this great establishment. The church was undoubtedly the finest of all the mission structures in California. The size, the material of which it was made, mainly stone and mortar, the carved pilasters, capitals, keystones and lintels, all attest its former magnificence, while the large patio, the buildings which enclose it and remains of other buildings are present-day witnesses to the size and importance of the establishment. The first founding of the mission, on October 30, 1775, was interrupted by news of the destruction by Indians of the mission at San Diego. A cross was erected to mark the spot where mass had been celebrated under a rude shelter of boughs, the bells for the new mission were buried and priests and soldiers hastened to San

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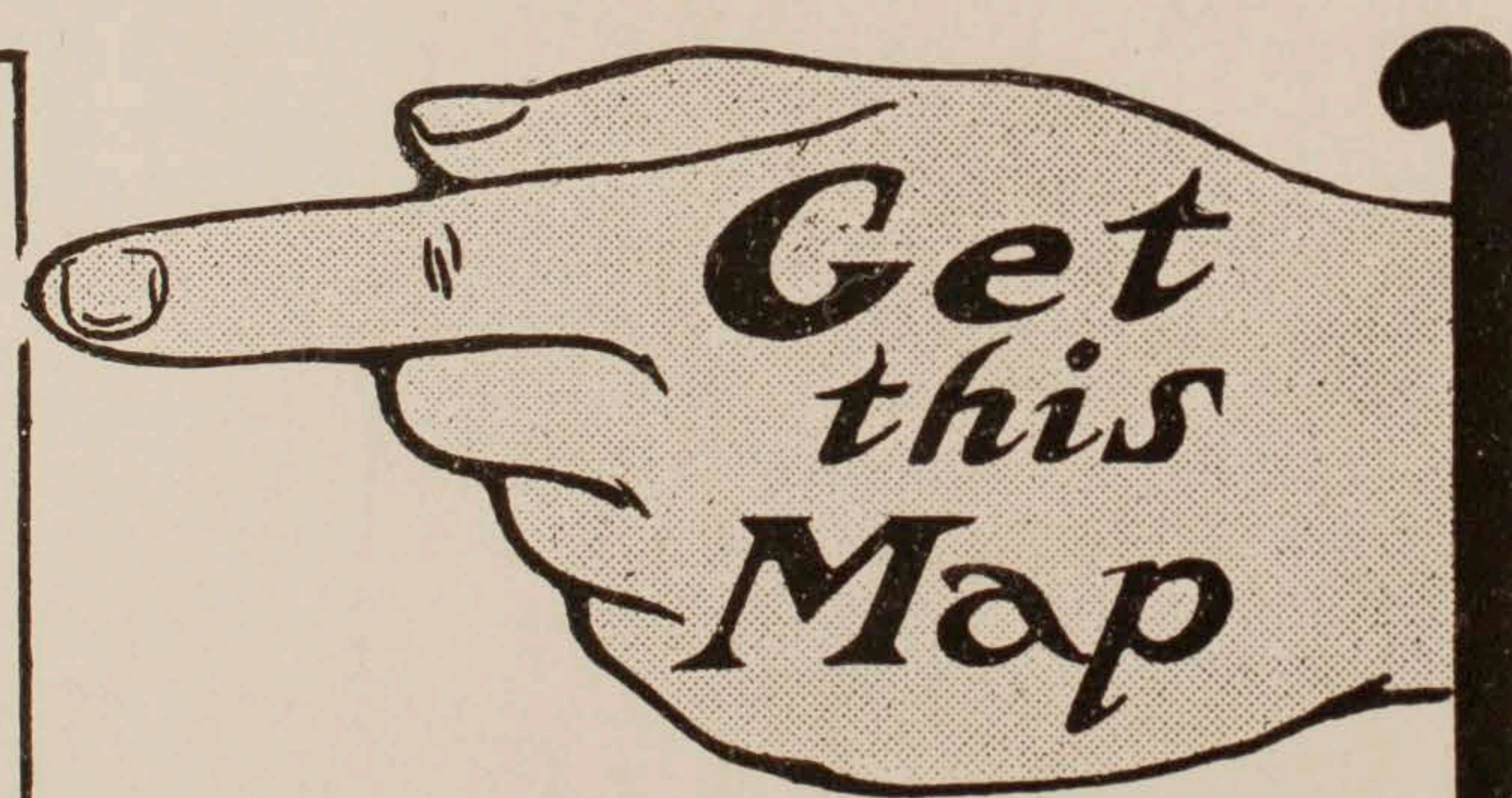
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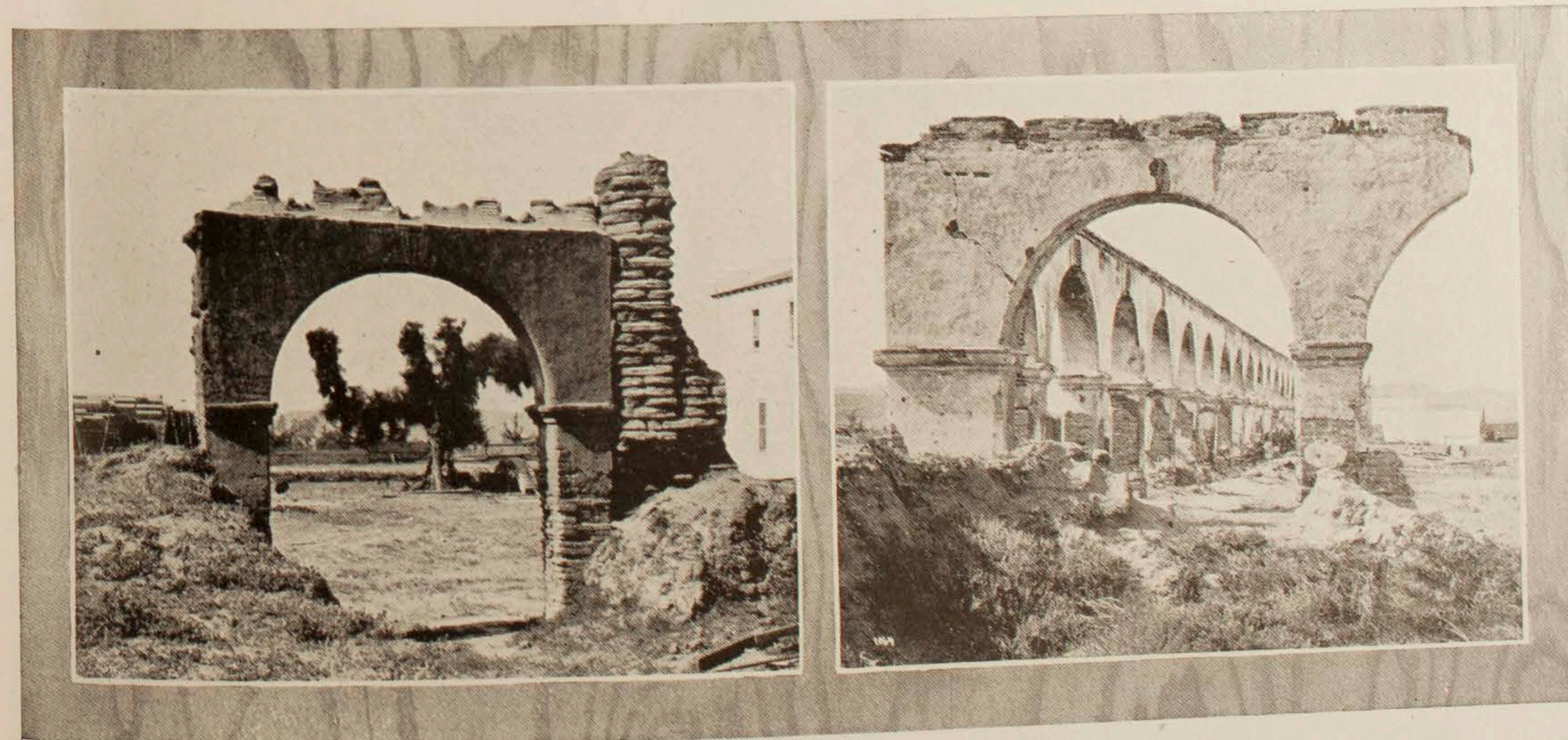
LOS ANGELES, CALIFORNIA

LOS ANGELES-SAN DIEGO STANDARD GUIDE

Diego. Returning the following year a successful search was made for the cross and the mission was founded a second time on November 1, 1776, the seventh mission in order of establishment. The spot was about six miles from the present mission, in the Mission Vieja Canyon, where may still be seen the ruins of a large adobe building. The oldest building of the present establishment is the long one known as Father Serra's church, forming the east side of the quadrangle. It was built during his lifetime, and used up to the completion of the big church in 1806, also after the destruction of the great church, until 1890, when the former living rooms of the two fathers in charge were made over into the present chapel. The patio or quadrangle was the out-door work shop of the Indians, where many of their trades were carried on. Hats, candles, shoes, blankets and other articles were made in rooms located in the northwest corner. In the northeast corner and along the north side of the patio were the store houses. The kitchen of the padres was in the building along the south, and just to the east of the kitchen was the pantry, or dispensa, wherein may be seen today the ancient tule and rawhide ceiling, the old gallery and original hand-hewn shelves.

The walls of the great church are from two to seven feet in thickness. They are built of boulders, adobe and brick. Lintels, keystones, capitals and cornices are made of sandstone carved by the Indian neophytes, and carried by them from the quarry six miles away. The roof and paving tiles were burned in kilns whose

remains may be seen on the hillside north of the mission. Logs for beams and rafters were brought, some from the canyon of the Trabuco (a near-by stream) and others from a mountainside twenty miles away. The church was nine years in building. It had a great terraced tower in front, so lofty that it was visible ten miles away, and the roof was formed of seven domes, one over the chancel, three over the transept and three covering the nave. It was occupied only six years, and destroyed in 1812 by an earthquake which occurred during mass. Forty people perished in the ruins. The great tower fell outward across the Plaza. The domes of the nave fell. Those of the transept were afterward blown up by gunpowder to make way for a wooden roof over the whole, but a heavy rain destroyed some of the recently rebuilt walls and the work was abandoned. Now, nave and transept are open to the sky; the altar is covered by the one remaining dome. Nine niches are back of the altar; the statues which once occupied them are in the present chapel. The blue-green color, ornamenting the dome and arches, groin and keystone, is still unfaded, but grasses and weeds have sprung up between the square burnt tiles of the pavement, and the carved cornices and moulding of the arches have received an undesigned ornamentation in the regular rows of mud swallows' nests which border them. The swallows are darting about and linnets are filling the air with song. Stepping through the doorway (the walls of which are six feet thick) and looking to the southeast the range of color would



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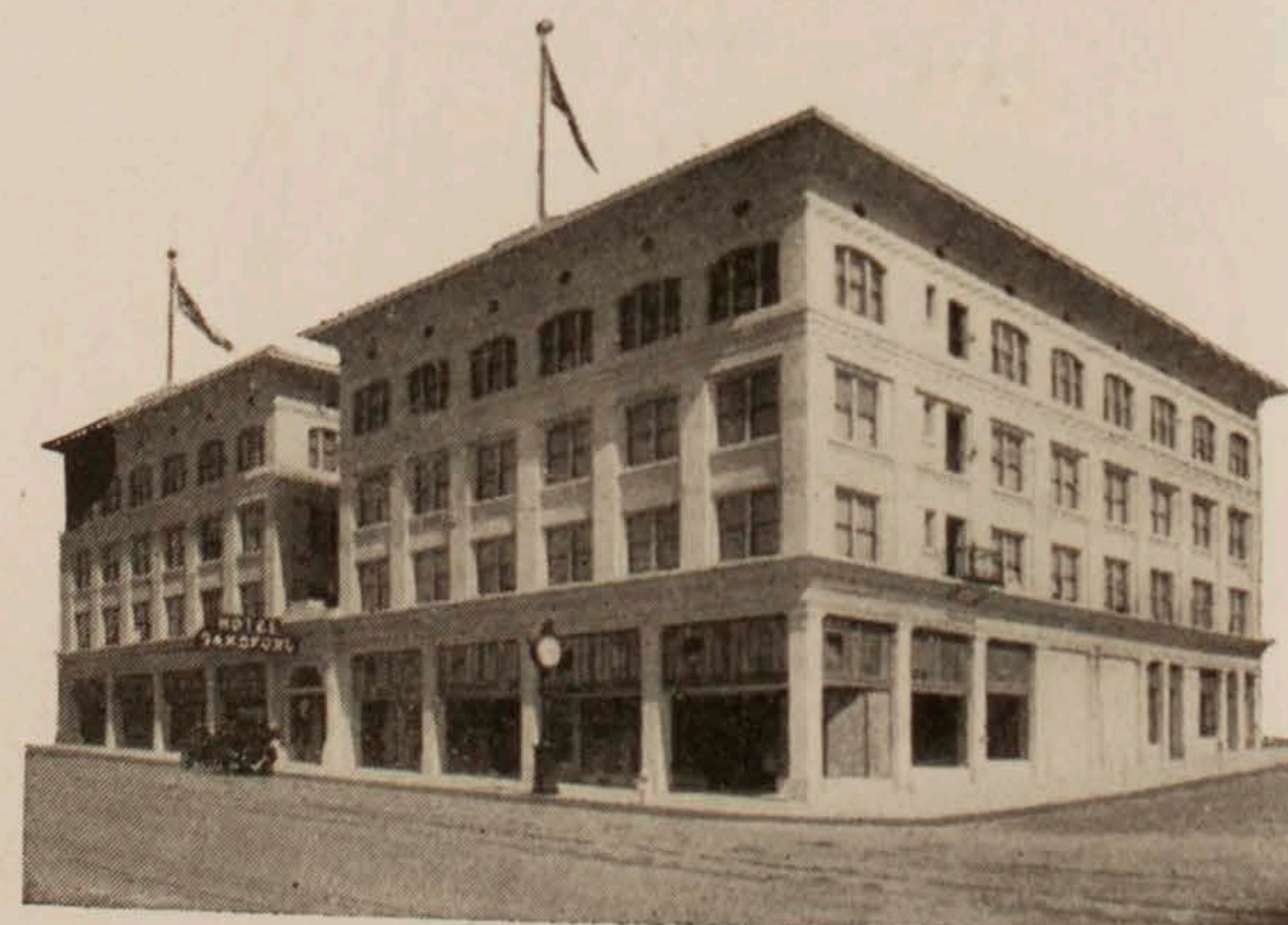
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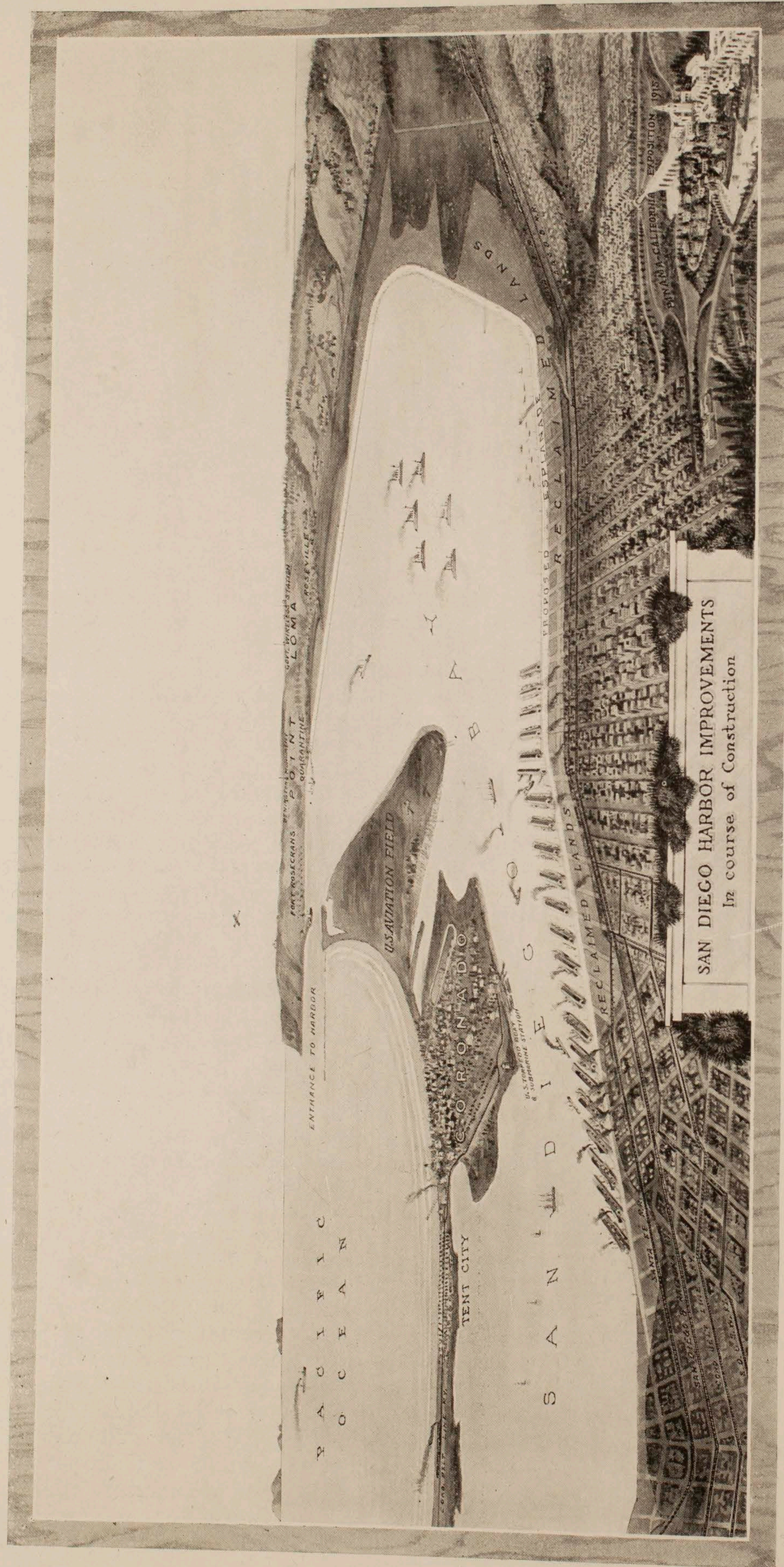


BEACH AT OCEANSIDE

delight an artist's soul. Distant purple hills with velvet shadows are outlined against the flawless blue of a California sky. Green trees are waving in the middle distance and foreground, with paler green or yellowing grain fields between. Tawny grasses cover the old Plaza del Pueblo before the church and over a white dooryard fence nearby blaze two bushes of crimson roses. Violet, blue, green, yellow and red—the palette was set with colors from the rainbow.

Between the great church and the present chapel a pierced wall holds the bells which once swung high in the tall tower. There are four, all bearing interesting inscriptions, two dated 1796 and two 1804. As the mission is older than the earliest of these dates, evidently these are not the original bells, which were either not found after being buried, or were recast when these bells were made. An interesting and artistic booklet prepared by the priest in charge, Father St. John O'Sullivan, relates some old traditions of the bells of Capistrano and gives much valuable information about the establishment. It can be purchased at the mission, and, with it in hand, the patio and corridors are filled with the life of other days. The arches along the east wall are intact and the pavement of large square tile is unbroken, though worn by many feet in years gone by. Across the south side the arches extend three-quarters of the way and about two-thirds of the way across the north side. Standing near the north end of the eastern corridor, the picture seen across the patio is unfor-

getable. On the south side the tiled roof is lifted in the center a half story higher than the rest and is topped by the picturesque chimney of the ancient kitchen. The coloring of the tiles is marvelous, running through dull reds and purplish tints into exquisite mossy greens. Cool, alluring shadows lurk in the depths of the cloistered walk, the brownish-white pillars and arches are wreathed and hung with ivy, and one splendid crimson climbing rose lights up the low tones of the background. Fortunate California to be dowered with such an inheritance! A place so satisfying to the eye and to the imagination, one is loth to leave. Three o'clock and the next train for San Diego come all too soon. Regretfully, one sees the mission walls pass out of sight, but immediately there is a new interest. The train passes between hills to the ocean shore and in a very few minutes it is skirting the beach, the surf rolling far up the sands at the right; high cliffs rising on the left. Looking back up the beach as we turn to the shore from between the hills we catch a glimpse of the high cliff described by Dana in his "Two Years Before the Mast," over which hides were thrown onto the narrow beach below and from there taken in small boats to the ships. Once it was called El Embarcadero Vieja, but it is now known as Dana's Point. For miles the track hugs the shore. When it takes a course further back, deep gullies and draws lead down to the ocean and give glimpses of the dancing waves or rolling surf. When the track rises high enough for a



THE HARBOR OF THE SUN

SAN DIEGO is the first Pacific American port of call north of the Panama Canal. A natural harbor, land-locked and absolutely free from storms at all seasons of the year. Here nature has combined utility and beauty in forming one of the world's greatest harbors. On the United States Pacific coast line of 1,300 miles there are but three harbors capable of handling the largest vessels afloat, and San Diego is one of them.

Ninety per cent. of the population of the United States is closer to the port of San Diego than to either of the other ports.

It lies within 100 miles of the great circle traversed by vessels voyaging to and from the Orient. It has natural channel waters deeper and wider than those of Baltimore, Boston or Philadelphia. When compared to any of the world's great ports, it can be proven conclusively that none possess better opportunities for facilitating business.

The terminus for the southern low-altitude railroads and unexcelled harbor advantages determine this port to be the trans-canal and trans-continental competitive point.

LOS ANGELES-SAN DIEGO STANDARD GUIDE

view over the cliffs we see wide fields and rolling hills, glorified everywhere by the golden mustard lying like patches of sunshine over the fields and making a new Thaddeus Welch picture of every hillside. Oceanside is reached in less than an hour. Here is a comfortable hotel, a beautiful beach and a prosperous little town, which is the base for the four-mile drive to San Luis Rey, that flower of all the missions for site and architecture. If the stop is made now one must stay overnight. If this is inconvenient the stop-over can be made on the return trip from San Diego unless one wishes to come back by water. A livery barn across the road from the station will furnish at a moderate price a horse and buggy or carriage for the drive. The road runs straight from Oceanside until the Home of the Rosierucians is reached, a pretty building surrounded by flowers. Soon there is a turn and we are looking up the valley of the San Luis Rey river, beautiful with its level plain and encircling hills, as are all these mission valleys. Away in the distance we see the shining tower and the white, restored walls of the church and monastery. A few more turns lead us down into the valley and then a long, straight road until just before the church is reached when we climb the eminence on which it stands. The site is a noble one, commanding as it does a view of the whole length of the valley, but the church is disappointing in its freshness of renewed plaster, white and buff kalsomine and paint. One longs for the mellow, time-stained walls with the bricks showing under the fallen plaster; but the lines of the church, the doorways, the mouldings, the pilasters still impress one with their beauty.

San Luis Rey de Francia was the eighteenth mission in order of time. It was founded by Father Lasuen in October, 1797, but the church was not begun until June, 1798. Father Antonio Peyri, one of the best loved of the early Franciscan priests, superintended the building, which was completed in 1802. It was a noble edifice "one hundred and sixty feet long, fifty wide and sixty feet high, with walls four feet thick. A tower at one side held a belfry for eight bells. The corridor on the opposite side had two hundred and fifty-six arches. Its gold and silver ornaments are said to have been superb." The valley below was exceedingly fertile

and the flocks and herds doubled every ten years. In 1826 Father Peyri received into the church 2,869 Indians. In 1834, about the time of secularization, the Indian population around San Luis Rey was 35,000. The mission possessed over 24,000 head of cattle, 10,000 horses and 100,000 sheep.

In the patio of San Luis Rey Father Peyri planted with his own hands the first pepper tree of California. He was the first to establish a hospital and to teach the Indians the rudiments of hygiene. After secularization the church was spared the vandalism which hastened the destruction of so many of the mission buildings, although it was used as a military post during the Mexican war. After many years of neglect, it was determined in 1892 to repair it and restore it to the Franciscan order. In 1893 the church was re-dedicated and there were present at the services three ancient Indian women who had heard the original dedication services ninety years before. Once more the mission bells ring across the valley, once more the voice of priest and chorister is heard within the old walls, and once more the brown robed Franciscans with bare, or sandalled feet tread the worn tiles of corridor and nave. A long new structure with arches patterned after the original building stretches out in line with the fachada of the church. This is the home of the brothers. It is a reminder of their vow of poverty to see on the doorstep a small basket covered with a clean cloth, the contribution toward their daily food, of some pious parishioner in the valley below. The new building is all a glaring white, but time will tone it in with the landscape. The original pavement of large square tiles is before the church, the worn or broken places repaired with cement. The church has been re-roofed with the original curved tile made by the Indians. The large, imposing building is covered with a buff wash outside and decorated with brown trimmings, a probable innovation contemporary with its restoration. The walls and ceilings within are gaudily colored following the patterns of the original Indian decorations. The old, faded shades, visible in one of the arches, are much more satisfactory. A perfectly proportioned dome covers the chancel, with beautiful groined arches on each side. The altar and ornaments are as in the old

days, except that one statue is missing from its niche. A life-size statue of St. Francis is very good. An old Byzantine wooden pulpit made by the Indians is reached by a narrow stairway from the chancel. Father Salvidea, who figures in Ramona, is buried in the chancel. Two later Mexican priests are buried in the holy ground outside. The half-ruined mortuary chapel is perhaps the most interesting part of the church. Unrestored, with its passages and stairway in the thickness of the walls, it has come straight down to us out of the past.

The restored mission is now educating priests instead of Indians, but it is also ministering to the people of the valley which it overlooks. Most of them are Mexicans, but here and there are descendants of those for whose conversion the mission was founded.

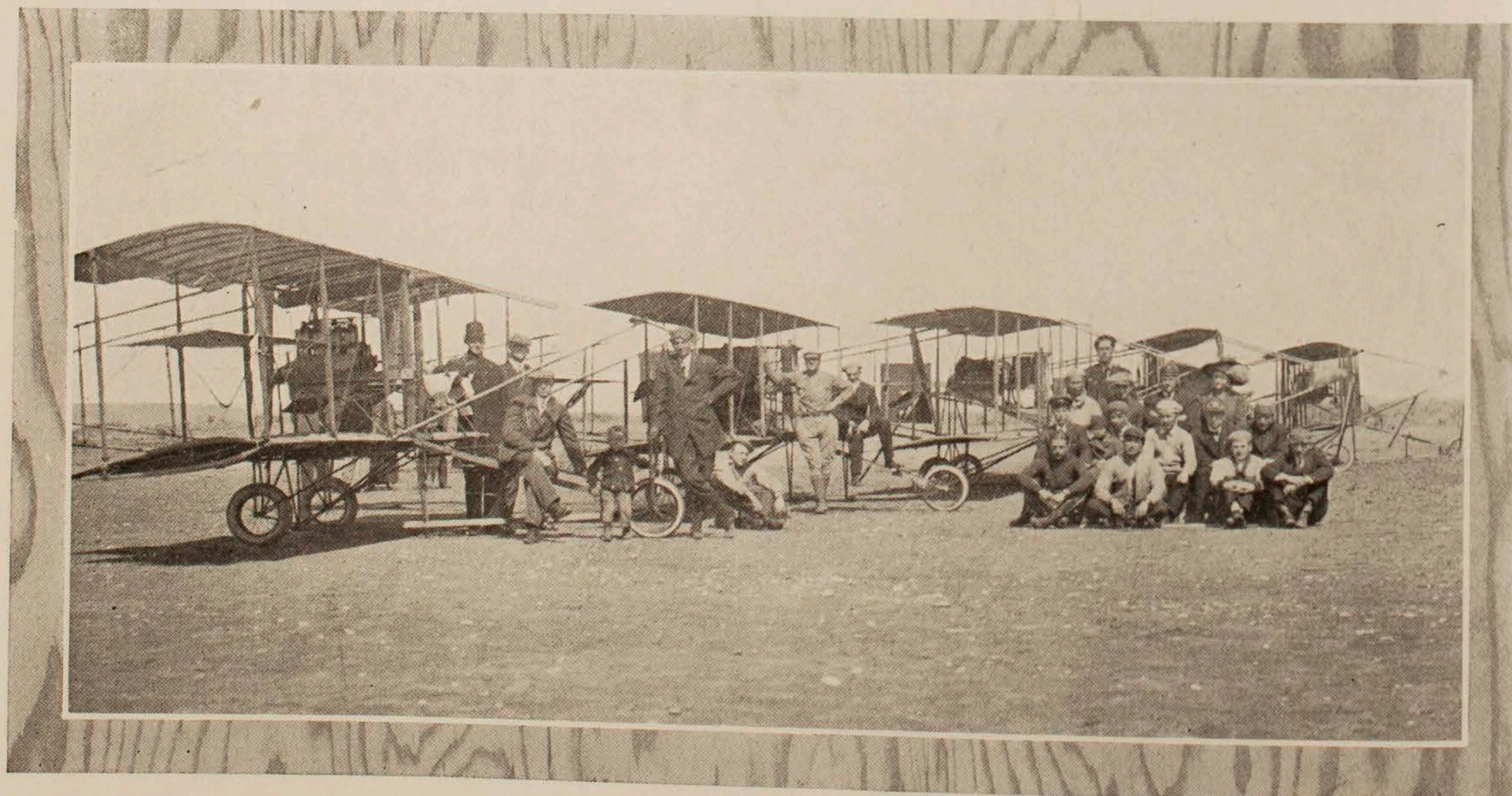
Every fall the father in charge presides over a fiesta which is held by the people of the valley, and to which the Mexicans flock from far and near. They make merry with music and dancing and their characteristic sports, and bring rugs and lace and pottery to sell. Heaps of tules here and there in the fields show where their ramadas, or arbors, have stood.

A ride of eighteen or twenty miles from San Luis Rey will bring one to San Antonio de Pala. This was an asistencia, or branch of San Luis Rey, founded by Father Peyri for the convenience of the mountain Indians who found the distance

to the large church too great. The picturesque bell tower of Pala is a favorite subject for the artist. The bells still call the Indians to worship, but these are not the original Pala Indians, nor their descendants. They were scattered, after secularization. These are the Indians brought from Warner's ranch after their ejection, and, through the efforts of the Sequoia League, settled here.

From Oceanside the train passes through several pretty seaside towns. Del Mar is a particularly pretty place, with a beautiful hotel facing the ocean. It has a wide, firm beach with fine bathing facilities, a pleasure pier, and affords all sorts of out-of-door sports, hunting, deep sea and surf fishing, tennis, croquet and golf, boating, riding and driving. Besides the hotel there are many attractive homes.

Three-quarters of an hour more and the train nears San Diego, first False Bay, the scene of the opening act of the Mission Play at San Gabriel. A long arm stretches from the north down on the west side precisely as Point Loma embraces the northwestern end of the real San Diego bay just below. The train skirts Pacific Beach, which faces False Bay and Point Loma comes into view, cutting off the real bay from our vision. We see a lighthouse at the end and fancy that the most strongly marked buildings are those of Madam Tingley's Theosophical Home. A little further and the beautiful Harbor of the Sun is at our feet,



CURTIS SCHOOL OF AVIATION, NORTH ISLAND

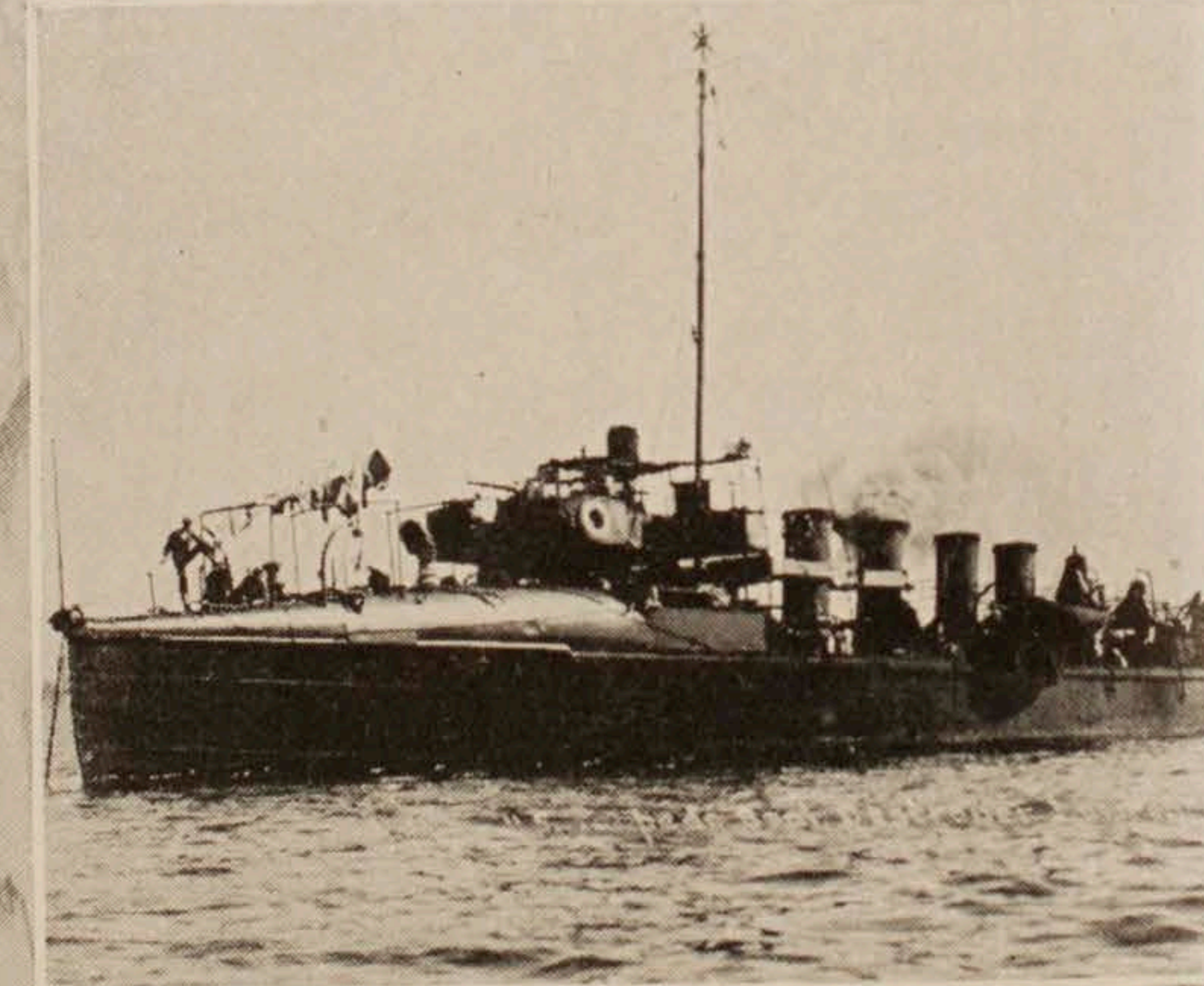
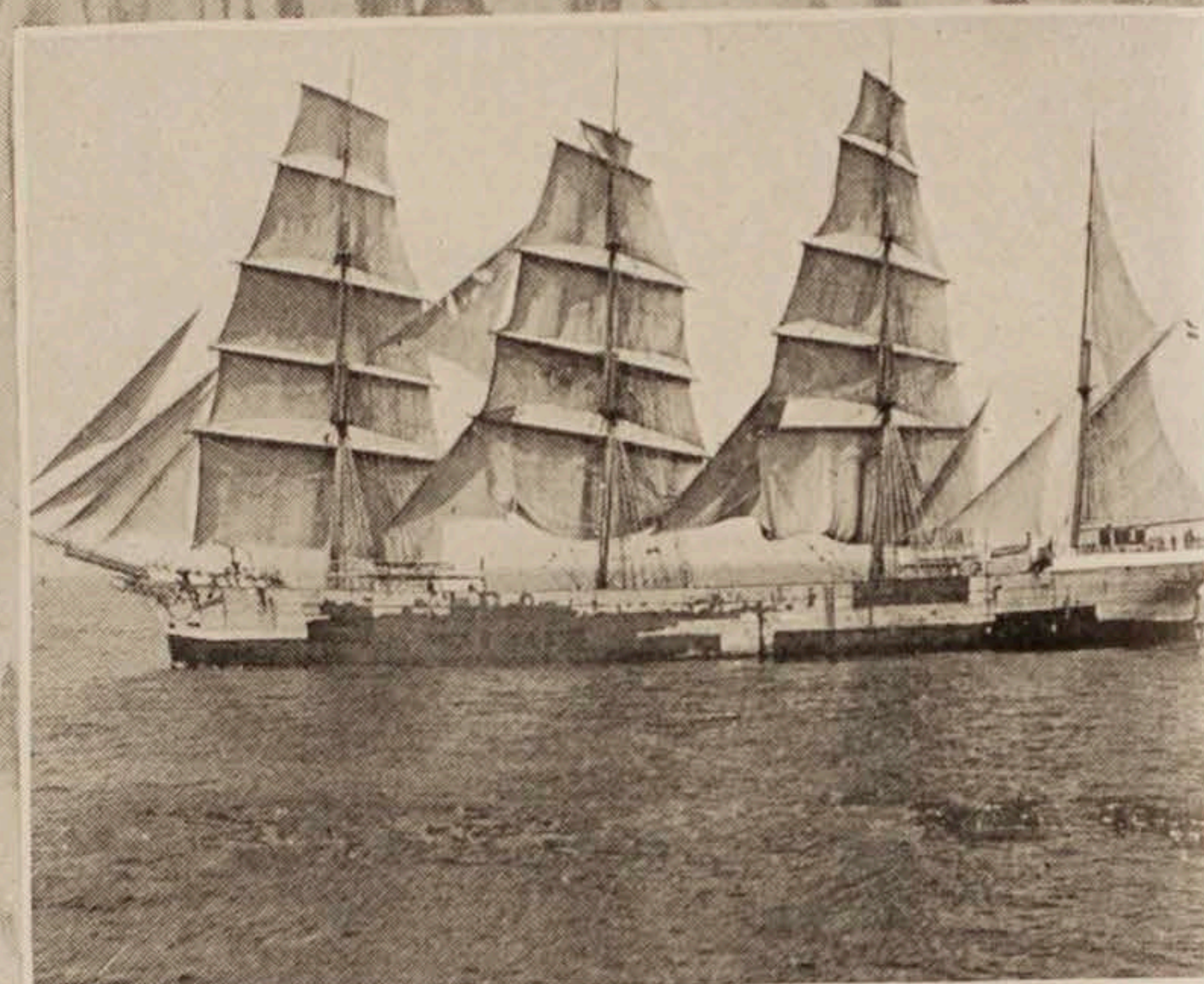
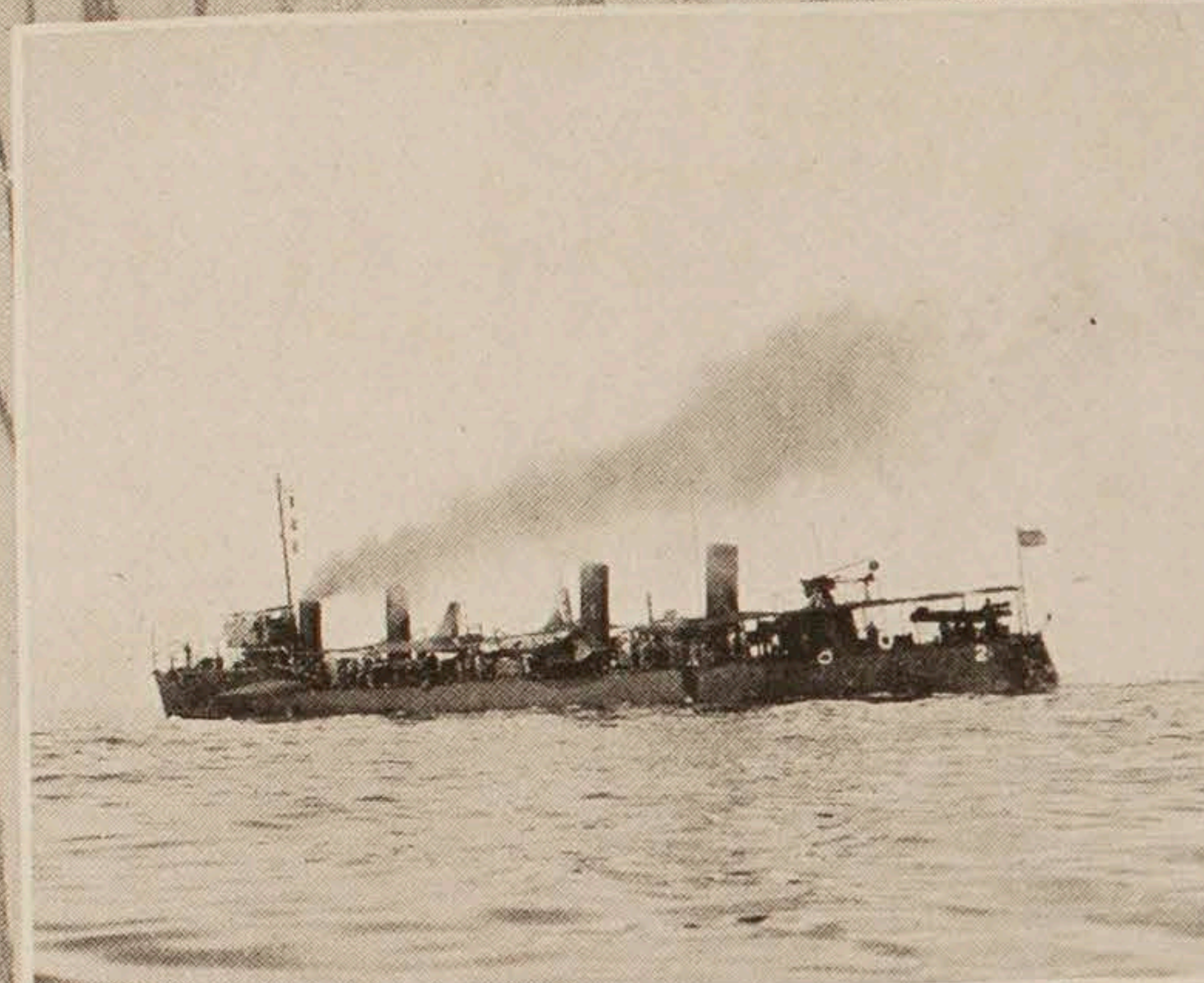
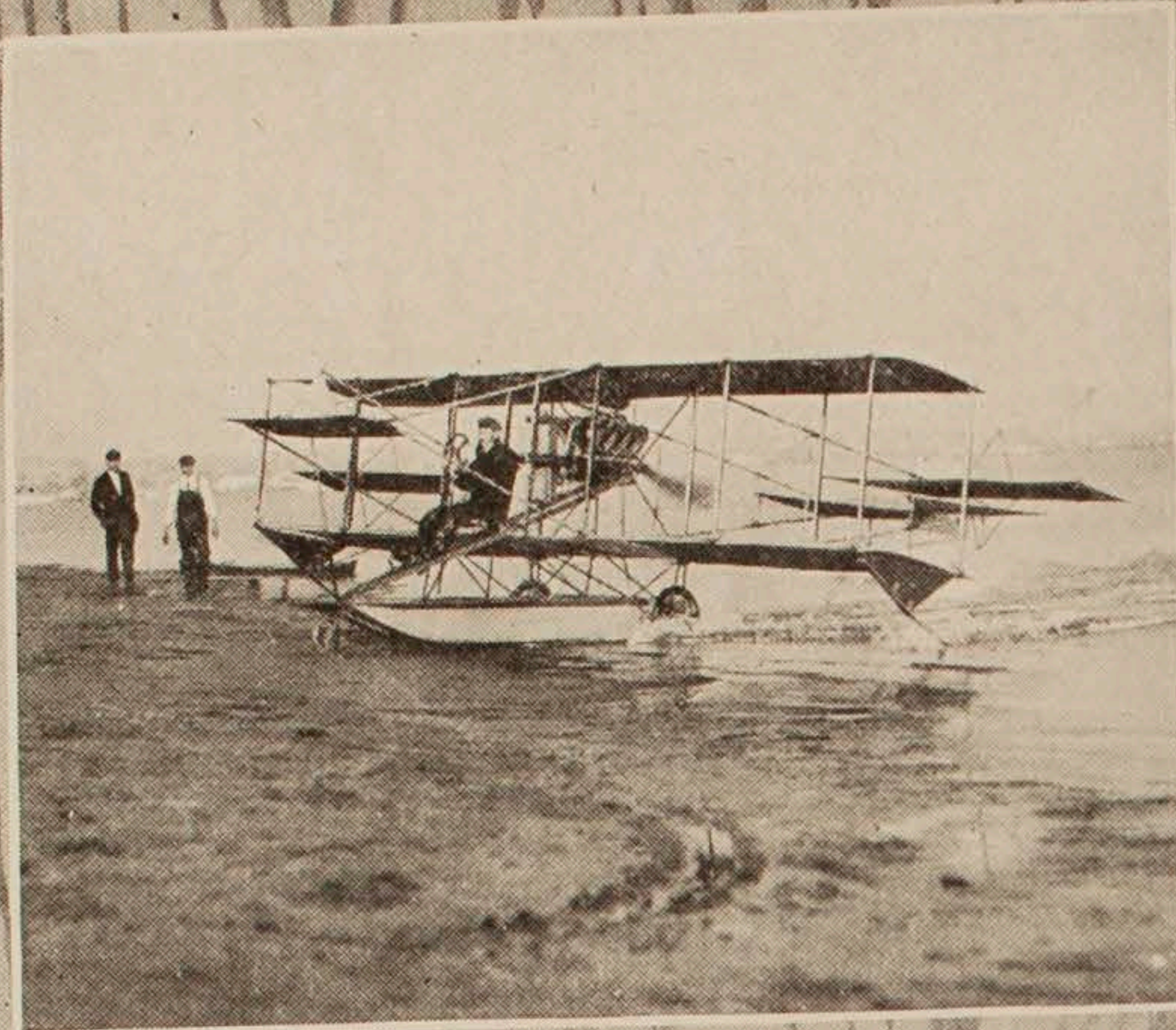


LA JOLLA BEACH

and we have reached San Diego, whose beginning was the first mission planted by the Franciscans in Alta California in 1769. Blessed by the good Father Serra, watered by the blood of martyrs, expanded in later years by far-seeing men, it now embraces the beautiful bay which is its harbor and is the first American port to be reached by ships coming through the canal, whose completion she is now making ready to celebrate. San Diego is a place of first things. Walter Colton in his diary says: "Here the first cattle in California were corralled, the first sheep sheared, the first field furrowed, the first vineyard planted, the first church bell rung," and John S. McGroarty in his "California" adds: "Here were reared the first cross, the first church, the first town. Here, too, was the first cultivated field, the first palm, and the first vine and olive to blossom into fruitage from the life-giving waters of the first irrigating ditch."

San Diego began at Oldtown, in the northern part of the present city. Here the cross was planted by Father Serra in 1769, and here on the hill above the

Presidio was built. A little later the site of the church was changed to the spot six miles up the San Diego river, where the ruins of the mission now stand overlooking the valley. The little Spanish settlement down near the shores of False Bay grew slowly. In 1867 Alonzo Horton came to San Diego with his savings earned in a little furniture shop in San Francisco. It was only a few hundred dollars that he had, but he foresaw future for the harbor and a city upon its shores. He invested his all in land at twenty-six cents an acre, and became owner of nearly all the territory on which modern San Diego is built. He sold some of his land and divided other acres into lots, which brought him \$100 a piece. He lived to see his foresight justified, and he is often called the Father of San Diego. Some of his \$100 lots are now worth half a million, but between those days and this San Diego has met with vicissitudes, all of which she has triumphed over. A later foster father is John D. Spreckels, who has invested millions here. Now, with the San Diego and Arizona railway assured, giving direct eastern connection



VARIETY OF SHIPPING IN "THE HARBOR OF THE SUN"—SAN DIEGO

with the Southern Pacific Railway at Yuma, and shortening the distance between all eastern points and San Diego nearly one hundred miles, her only handicap, lack of sufficient transportation facilities by rail, is removed. The line will be completed long before the exposition year rolls around.

San Diego has a prolific back country, rugged but, when blessed with water, wonderfully fertile, and she needs the best of water and rail transportation to market the products. The city is connected through Los Angeles with the east and north by the Santa Fe Railroad system. There are eight daily trains to Los Angeles and two to San Francisco. The San Diego Southern Railway is a steam route to Sweetwater Dam and Tia Juana, with a station at the foot of Sixth Street. The San Diego, Cuyamaca and Eastern Railway Company operates both steam and gasoline motor trains through El Cajon Valley. Station at the foot of Tenth Street. La Jolla Railway Company operates gasoline motor cars from the ticket office at Fourth and C streets for Pacific Beach and La Jolla. The Pacific Navigation Company, the Pacific Coast Steamship Company, and the North Pacific Steamship Company make San Diego their southern terminus. The Ensenada Transportation Company operates a steamer for freight and passengers between San Diego and Ensenada, Mexico, and the "Manuel Herrerias" of the Compania Naviera del Pacifico plies between San Diego and Mazatlan, stopping at several Mexican ports between. As transportation facilities increased the city grew. In 1900 the population was 17,000; in 1905, 22,500. By the Federal census of 1900 it was 39,700, and it is now estimated at 90,000.

The city contains seventy miles of street railways and thirty-three miles of paved streets, with fifty miles of automobile boulevards. It maintains four daily papers, has a public library of 55,000 volumes housed in a pretty Carnegie Library building, and twenty-four public schools, including an especially handsome new high school in Norman style carried out in gray stone, and a very fine State Normal School, with buildings costing \$315,000. It has many and handsome churches of all denominations, one with a beautiful chime of bells. Business buildings are noticeably of substantial excellence. None is

of towering height, which fact, in conjunction with the width of the streets, lends to the city an open, airy, cheerful aspect, unusual in cities of similar size. The shops are excellent, modern in appointments and with stocks of the best. Some of the jewelry stores make a specialty of native gems mined in San Diego County, tourmaline, hyacinth, beryl, kunzite and others. One of the famous hotels of Southern California, the U. S. Grant, costing \$2,000,000, splendid in building and appointments, is in the heart of the city, and a short distance down the street is the handsome Hotel San Diego. Besides these there are at least thirty other hotels and new ones are being added, looking forward not only to the exposition, but to San Diego's advantages as a convention city. Only a half hour away, by ferry or automobile is the delightful Coronado Hotel, combining all the pleasures of a coast resort with inland out-of-door sports and metropolitan advantages. Military and naval departments of the United States Government add interest to the town. Fort Rosecrans, a United States fort, guards the entrance to the harbor. A torpedo boat and submarine station, and the most powerful naval wireless telegraph station on the Pacific Coast, are maintained at San Diego. On North Island are army aviation training grounds, which have the advantage over eastern grounds of being available all through the year. Besides these there are other departments of the United States Government here, quarantine, coaling, customs and immigration stations, and branches of the internal revenue and forestry service.

The Spreckels Theater, the finest theater on the Pacific Coast, is of reinforced concrete, fireproof construction and splendidly equipped in every way. The building occupies an entire block and has a seating capacity of over two thousand. Other theaters are the Isis, owned by the Theosophical Society; the Savoy, the Mirror, the Empress (vaudeville), the Grand (stock company), and a score of moving picture houses.

In park lands, San Diego is especially rich, much of them, unimproved as yet, but keeping pace with the city's growth in improvement. In the center of the business district, just before the U. S. Grant Hotel, is the pretty little Plaza, full of palms and other trees, with a foun-



LAS VEGAS GRADE

MOUNTAIN SPRINGS ROAD, SAN DIEGO COUNTY

tain in the center sending cooling streams into the air by day and glowing in rainbow colors with wonderful electric effects at night. At the end of the Pavilion car line is Mission Cliff Park, beautifully cultivated, brilliant with flowers, and with additional attractions of shady walks, comfortable seats, a fountain playing over a pool of water lilies, a refreshment house, and beyond all else affording along its northern border one of the most rarely beautiful views of which any city can boast. High from the valley bed of the San Diego river rise the cliffs, along which the park lies. On the opposite side of

and, with water and the climate of San Diego, capable of producing wonderful results in luxuriant growth of trees and flowers. Here are being brought to reality the plans for the exposition of 1915. Most of the exposition work in the park will be permanent and will add greatly to its beauty. A handsome, arched bridge spans Cabrillo Canyon, with an ornamental esplanade leading to it. Across Spanish Canyon a dam is built, which will form of the canyon a beautiful lagoon with many branches. Flowers, shrubs and trees are being propagated in enormous quantities for the adornment of the grounds, and



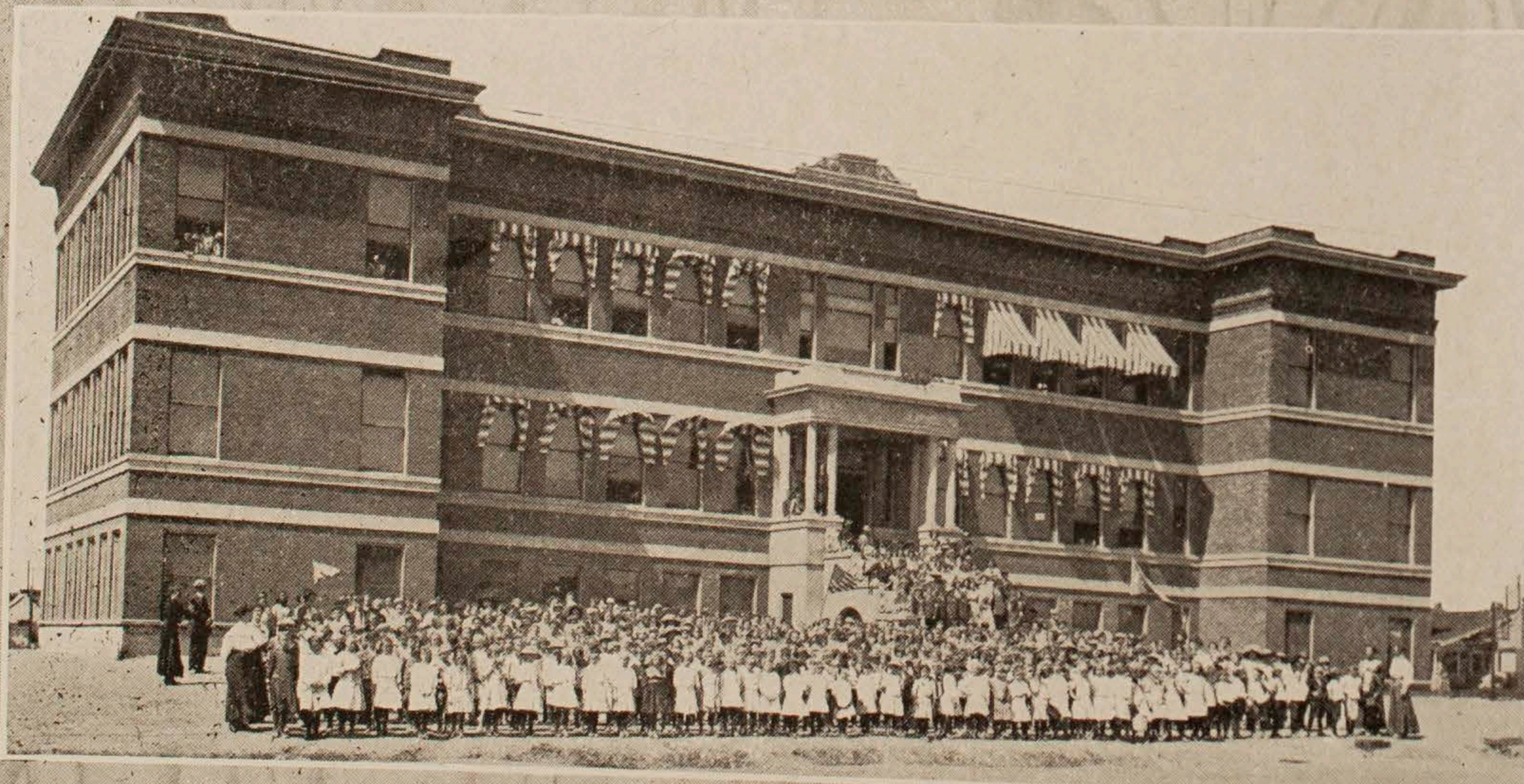
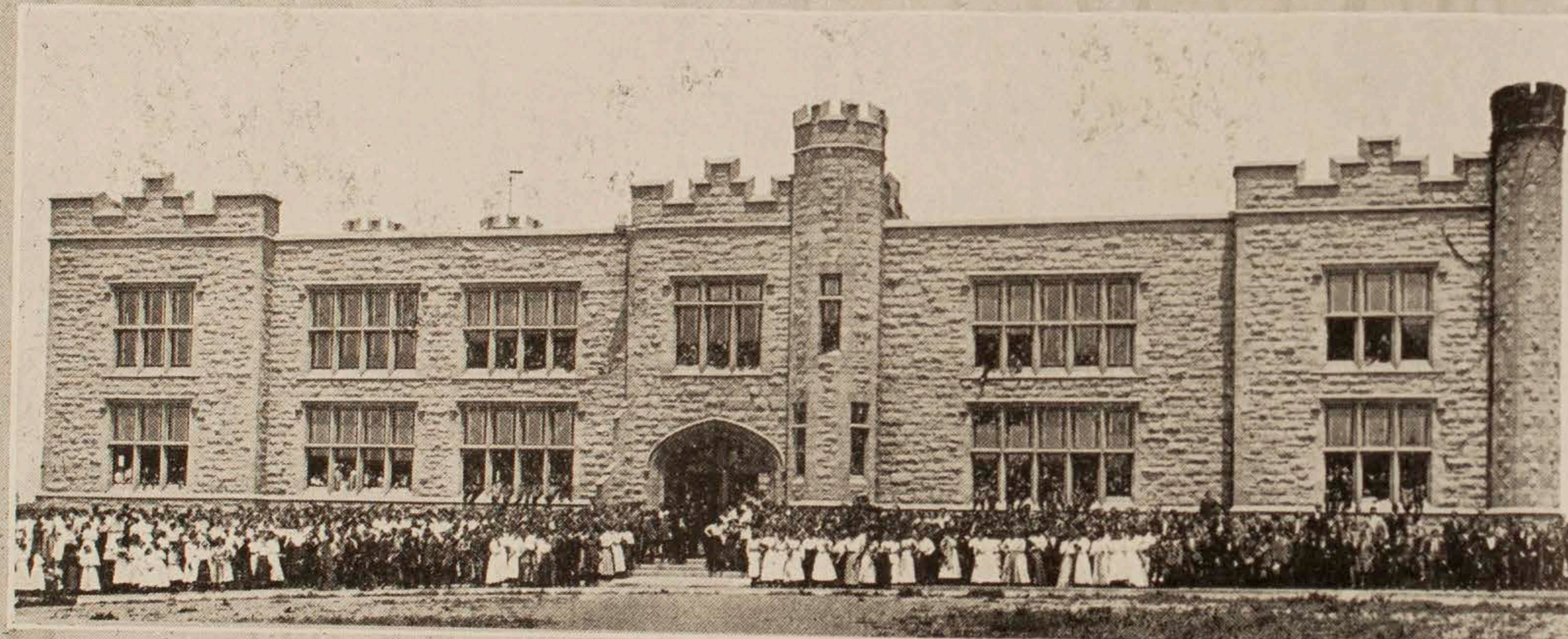
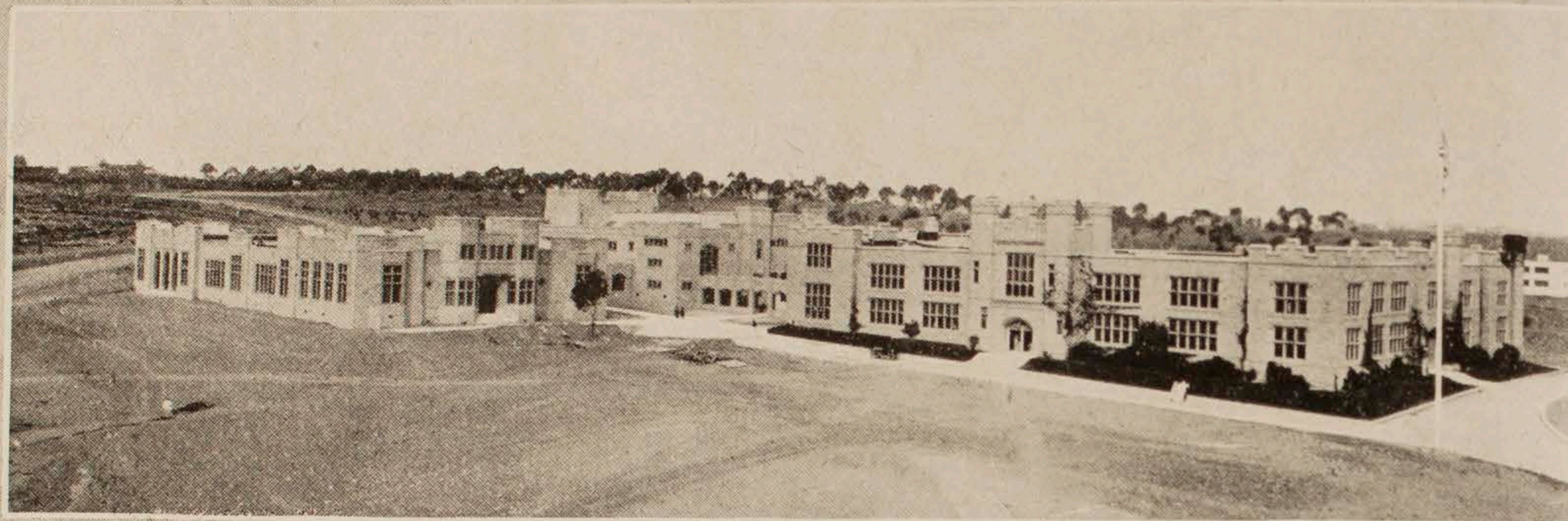
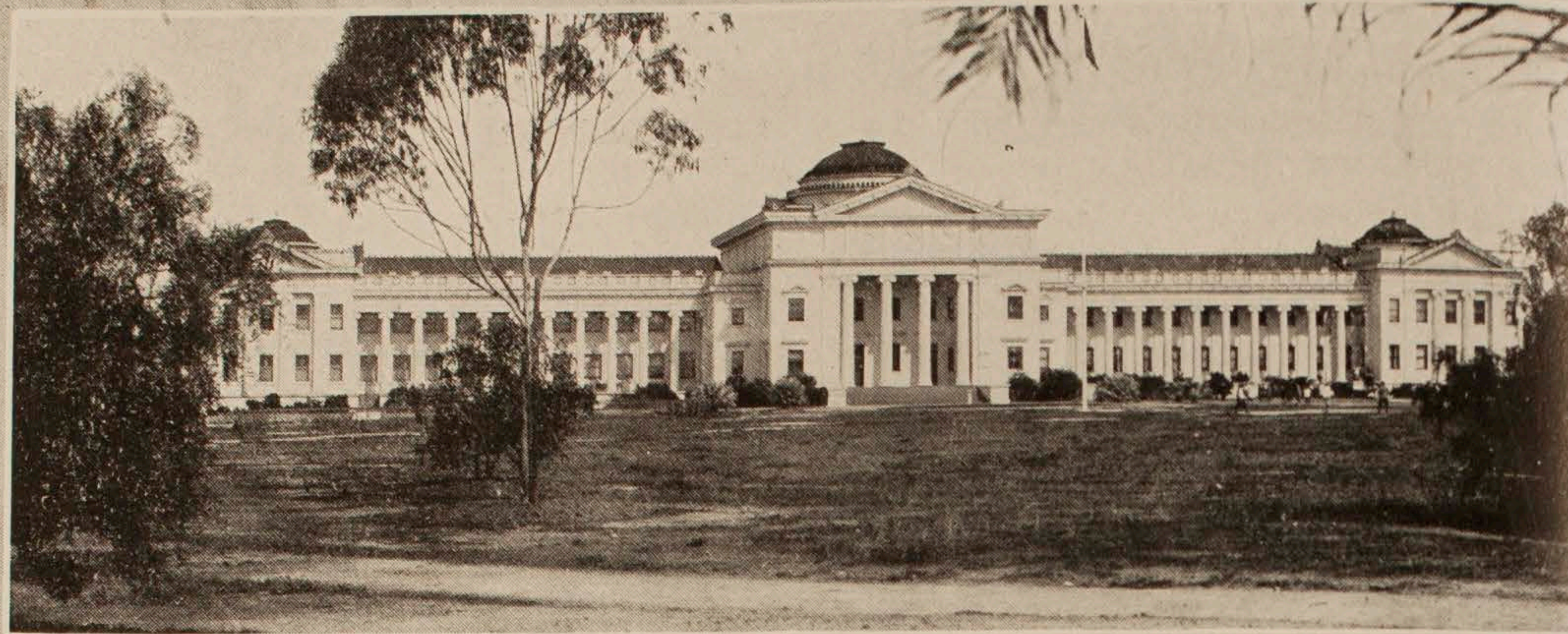
RESIDENCE OF JOHN D. SPRECKELS AT SAN DIEGO

the wide floor of the valley rise other cliffs and hills, both lines probably marking what were the banks of a once giant river, now diminished to a small stream flowing down to the sea through the fields below. From hillside to hillside the plain stretches, level as a floor, checkered in different colors by green alfalfa and golden grain. Down the stream is the ocean, into which the sun sinks in splendor, flooding the valley with golden light. Up the stream on a hill stand the ruins of the mission, looking down the whole length of the valley to the sea.

Balboa Park is a rich dower for any city, of whatever magnitude—1,460 acres in the heart of the town, high ground from which the views over the harbor are superb, cut by picturesque canyons and gullies of whose landscape possibilities advantage is taken in developing the park,

already plantations of thousands of rare trees have been made. The buildings are all designed on Spanish-American lines, with suggestions of the missions, and are peculiarly adapted to their environment.

The harbor of San Diego ranks as third in importance on the Pacific Coast. It has the requisite depth and area, a channel through which vessels of the deepest draught can sail with ease, and is thoroughly protected from all ocean storms. Point Loma reaches down a long curving arm from the north, sheltering the bay on the north and northwest, while from the southern shore the Silver Strand, a narrow, sandy strip, reaches up until it expands into Coronado and North Island, effectually protecting the bay on the west. The bay has a total area of twenty-two square miles. When improvements which are begun have been completed, San Diego



STATE NORMAL, POLYTECHNIC, HIGH AND FLORENCE HEIGHTS SCHOOLS, SAN DIEGO

will have 22,000 feet of sea wall and eleven miles of docks, which will be adequate for a city of a million population. In addition, the sea wall will reclaim over fourteen hundred acres of land suitable for warehouses and factories. But it is not only for naval and commercial purposes that the bay of San Diego is so valuable. For yachting and motor boating it is unrivaled at all seasons of the year. There are three yacht clubs in and near San Diego with many members, and motor boating is becoming more and more popular. Those interested in both sports are coming from less favorable climates to the place where they can enjoy their fill the year around.

It is San Diego's situation and climate that are her greatest assets, both God-given, her fortunate dowry. The city has expanded until it stretches from the northern to the southern extremity of the bay, rising gradually from the water level to the high land of Balboa Park. The beautiful bay is always in the foreground, the vision widening with every foot of rise, until the distant mountains and misty islands in the ocean are included in the scene.

The climate of San Diego is remarkable for its evenness, there being no extreme cold and few hot days. Nights are always cool. There is very little fog. There is sunshine 356 days out of the 365. Rainfall averages only ten inches. All out-of-door sports can be enjoyed almost every day in the year.

Situation and climate add to the attractiveness of the homes of San Diego. Of pleasing architectural design, and some of them very beautiful, they stand uncrowded and surrounded by almost tropical verdure. Palms, magnolias and India rubber trees are in almost every dooryard, fuchsias, heliotrope and geraniums climb over the windows, orange and lemon trees perfume the air, and roses of every color abound.

No place of the size of San Diego is the base for so many interesting and such diversified trips, by automobile, by boat, by steam car and electric, and gasoline motor. A "Seeing San Diego" trip by automobile affords an excellent general view of the city, of its business streets, public buildings, churches, schools and beautiful homes, of Balboa Park and the Exposition site, of Golden Hill Park, the already improved part of Balboa with a stop at Lookout Point where there is a splendid outlook

over the bay, Coronado, Point Loma to the mountains of Mexico and the islands of the sea. The different lines of the street railway system also enable one to see the city and its various points of interest by trolley.

The Point Loma trip by sight-seeing automobile gives an afternoon of pleasure and is one of the most picturesque rides of Southern California. Every foot of the delightfully smooth road offers something of interest. First Loma Portal, a beautiful new residence section of San Diego at the base of the point, and near by the spacious eighteen-hole golf links and handsome club house. A little further and the automobile passes under the high Roman arch which forms the entrance to the grounds of the International Theosophical headquarters. These headquarters were established here by Madame Katherine Tingley in 1900. Since that time she has made the wilderness to blossom as the rose. Sand and sage-brush have given way to lawns and flowers. The views are superb from almost every point in the grounds. They embrace the blue bay, the sparkling Pacific, the distant mountains, the faint, ethereal islands on the horizon, as well as the charm of color, luxuriant vegetation and handsome buildings in the foreground. The Raja Yoga College and Aryan Memorial Temple are striking edifices with the domes and arches of the architecture of India. In another part of the grounds a Greek temple outlined against the blue ocean makes an exquisite picture. Facing the temple is a Greek amphitheater built in a natural hollow. There are many other buildings connected with the establishment. There are about 200 pupils in the Raja Yoga College, and a good many small children are cared for and educated. The Lomaland Forestry Department of the college has received high praise from the United States Forestry Department. Connected with it is an extensive nursery from which over 25,000 trees grown from seed have been planted during the past six years. There is also a weather station and bureau equipped with fine instruments, from which daily reports are sent to the United States Weather Bureau at Washington. An important department of the Theosophical headquarters is the Aryan Theosophical Press, where the literature of the society is published and whence it is distributed throughout the world. The publications include four monthly periodicals.



SUNSET, POINT LOMA

CAVE, OCEAN BEACH

After visiting this world-famous institution the automobile continues southward along Point Loma Boulevard through the government reservation. The road overlooks Fort Rosecrans on the bay side of the point and the big guns which form the defense of the harbor are easily seen. The breakwater and entrance to the harbor are just under our feet and farther away Coronado beach and hotel are visible. A stop is made at the Bennington monument, a tall shaft commemorating the men who perished in the explosion on the Bennington a few years ago. At the extreme end of the point is the so-called Spanish lighthouse, a quaint old building looking the part of its reputation, but really built after Spanish dominion had passed away from the land. At the very end of the point, over the hill on the ocean side is the modern Government lighthouse, throwing its piercing, intermittent beam many miles out to sea. The lighthouse is ninety feet high,

standing on a thirty-foot base. It is a sheer fall of 200 feet from the end of the point down to the water. Coronado islands can be seen twenty miles away in the offing. Paralleling the end of the point is the breakwater two miles long which, with Point Loma, forms the channel leading into San Diego Bay from the ocean. A whistling buoy marks the end of the channel. Far away is the Silver Strand which connects Coronado with the mainland at the south. When a road, which is planned, is built from Coronado to North Island across Spanish Bight which nearly separates them, the beach and drive will be fifteen miles long.

Of course everyone who goes to San Diego must make the trip to **Tia Juana** and step over the boundary line into old Mexico. Sight-seeing cars leave at 9:00 a. m. and 2:00 p. m., but not always daily, so it is best to consult someone connected with the sight-seeing automobiles in plan-

ning the trip. A conductor is usually found near the U. S. Grant Hotel, or inquiry can be made at the information bureau in the hotel or at Dodge's Information Bureau in the Savoy Building on Third and C streets.

The route leads through the southern part of San Diego, between orange, lemon and olive groves, through the towns of National City and Chula Vista, along Palm Avenue through Nestor to the custom house standing on the borders of old Mexico. The road is lined nearly all the way by eucalyptus, palms, Monterey cypresses and pepper trees. After crossing the boundary it is but a short drive to Tia Juana, a small Mexican town, half quaint and foreign, half ugly and commercial. A queer little play-fort is at the entrance of the town and soldiers in soiled white uniforms are busy making adobe bricks and laying them out to dry, or repairing what

Irving Cobb calls the "knee-works" of the fort. In the center of the adobe enclosure is a small wooden house with little pill-box turrets at two corners. The road turns at the corner into the main street which consists of a dozen stores (mostly curio stores) and restaurants. Tia Juana means Aunt Jane. One wonders why the name was bestowed. Everyone flocks to the curio stores and buys drawn work, carved leather or pottery, not more than a dollar's worth, for that is all that can be taken in duty free. It requires considerable skill to consume an hour in spending one dollar, and any spare time is passed in buying postal cards, addressing and mailing them on foreign soil, or in lunching on real Mexican tamales and enchiladas. On the way back everything must be declared at the custom house and packages are examined. From Palm Avenue the automobile turns to the Silver



ONE TON OF FISH—ONE DAY'S SPORT AT CORONADO BEACH



SCENES AT WARNER'S SPRINGS

Strand leading to Coronado and for eight miles the drive is along this narrow causeway, in some places not over one hundred feet wide with the surf of the ocean washing it on one side and the bay on the other. The road passes through the tent city of Coronado, through the grounds of the beautiful Coronado Hotel, and gives a glimpse of the pretty town on the way to the ferry boat which plies between San Diego and Coronado. This trip consumes a half day; but there is a longer "Special" trip which includes Imperial Beach, gives two hours in Mexico and a half hour at Coronado, taking a day in all. Particulars about this trip can be had at Dodge's Information Bureau, Third and C streets. Neither one of these trips gives enough time to enjoy Coronado to the full, but it is a simple matter to make a supplementary independent trip by electric car and ferry to Coronado. The court of the hotel, not visible from the outside, is one of its most charming features, all bright

as it is with flowers and sunshine, and shaded with trees and vines, with birds singing and the sound of the surf washing the beach on which the hotel stands. Coronado offers all sorts of temptations to those who love out-door life. Polo, golf, tennis, fishing, bathing, walking, riding and driving, each has its devotees.

The unique Japanese tea-garden of George T. Marsh should not be overlooked. Following the path indicated by sign posts a gate is found in the Japanese wall which surrounds the place. On sounding a gong at the gate a pretty little Japanese maiden appears and leads you into the garden, after you have paid the small entrance fee which includes tea and wafers. You may wander at will in the garden and when you are tired and rest yourself in one of the pretty tea houses, the little maiden will lay down her embroidery and bring tea. Afterwards, if you wish to look at beautiful Japanese goods which are for sale you may go up to the Japanese house

which stands on a small hill and some one will show you the articles. If you do not care to do this nothing is obtruded upon you. The trip to Tia Juana is often made by way of Sweetwater Dam, on the San Diego Southern Railroad, and some consider this the most interesting way to go. **Old Town** is the center of the historic interest of San Diego, or, perhaps divides that honor with the old mission. It is somewhat confusing to the stranger to hear of mission relics at both spots and to learn how far apart they are. Old Town was the place where the padres halted on their northward march from Lower California, set up their cross and dedicated their mission. On the hill above, the Presidio was built and the soldiers established there. A little later Father Serra deemed it wise to remove the mission farther from the Presidio (a policy which he carried out at later missions also) and he chose the site six miles up the valley of the San Diego river, where

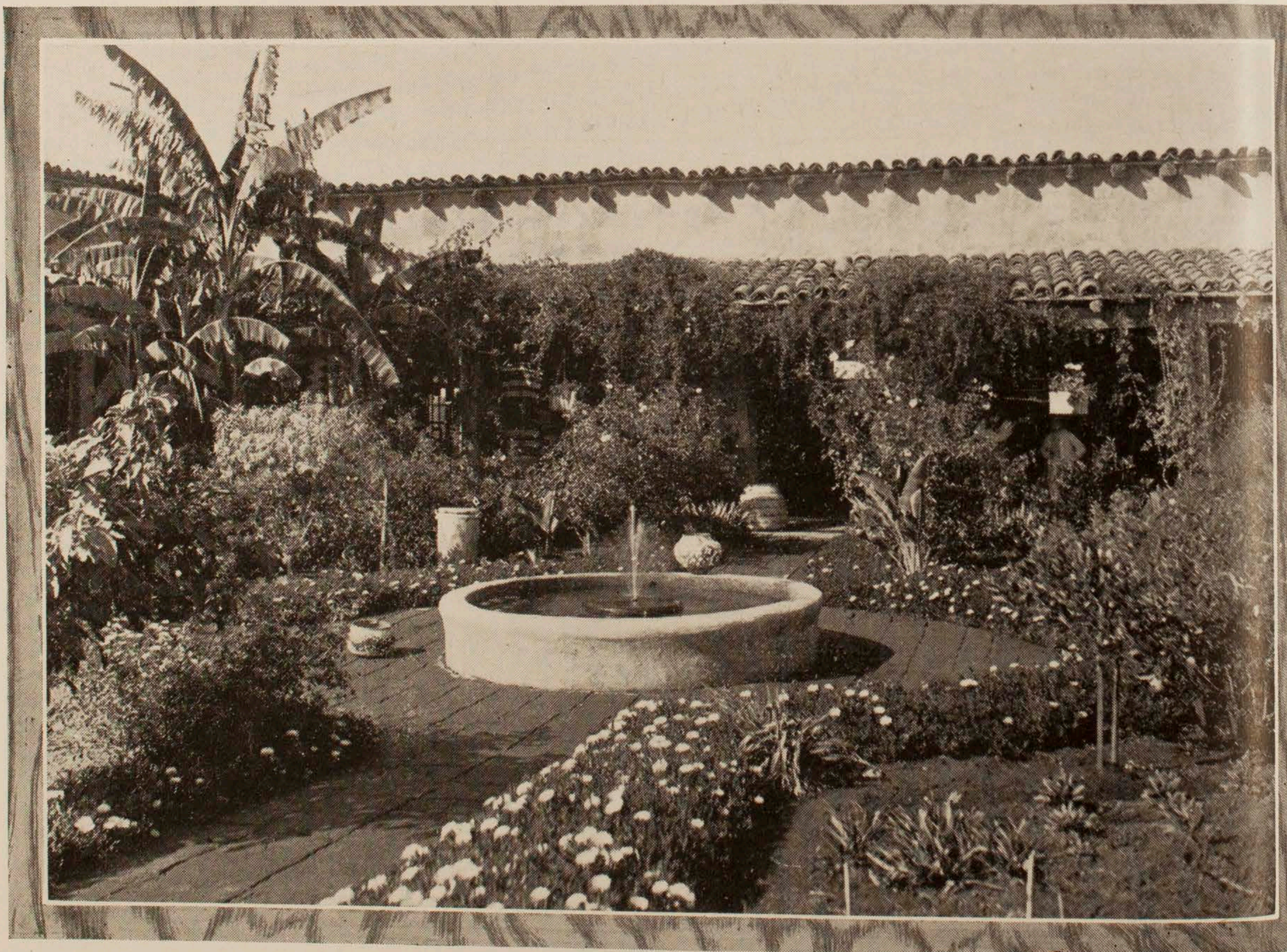
the ruins of the mission buildings now stand. At Old Town the ruins of the Presidio may be seen, the old palms which were the first planted in California, the old graveyard, the first brick house in California, the monument which marks the spot where General Fremont raised the American flag in 1846, old Fort Stockton, mission relics and an old mission bell in the present church, which was built for a home by George Lyon in 1854 and later, after degenerating into a saloon and billiard hall, became a church; the fine old adobe tile-roofed home of the Estudillo family, which is known as Ramona's Marriage Place, and across the road from that the old home of Don Juan Bandini, familiar to readers of Dana's "Two Years Before the Mast" and Alfred Robinson's "Life in California." The Bandini home is sadly changed by the addition of a frame second story. The Estudillo house needs no connection with Ramona's name to add to its interest. In its restored



MME. SCHUMANN-HEINKE AT HER HOME ON GROSSMONT, OVERLOOKING EL CAJON VALLEY

state it presents a charming picture of one of the better class of homes during the days of the Spanish regime. Every foot of it is full of interest. George Wharton James speaks of the place where "the fictitious marriage of the fictitious Ramona to the fictitious hero took place," and the chapel of this home may well have been the place Mrs. Jackson had in mind when she wrote her romance, but the marriage is no historic fact. The house is built around three sides of a patio, which contains a fountain and "wishing well," flowers and vines wreathing the verandas and hanging in festoons from the roof. The patio opens on the fourth side into a beautiful garden. The house is of adobe, with tiled roof and the veranda floors around the three sides of the patio have been re-paved with square burned tiles brought from an old aqueduct built by the padres in 1770 which brought water from a dam across the San Diego river. The house was built in 1825. The kitchen at the farthest end of one side of the patio contains old copper cooking utensils brought from Spain, and old pottery dishes. A tule shelf for milk and

cheese hangs on the side of the room farthest from the fireplace. The floor is tiled and worn into hollows by years of use. It is a cool, comfortable room and does not compare unfavorably with the average kitchen of today. In the patio is a stone filter over a hundred years old, and still in use. Across the court or patio is the dining room. The Indian servants were kept on the kitchen side of the house; on the opposite side were the family living rooms. The doors of the house are hand-hewn and the rafters are tied with thongs. The house has been converted into a sort of a museum and contains many interesting things, among them a Mexican Carreta 200 years old, and a stage-coach sixty-five years old which used to run to Fort Yuma. Its original cost was \$1,600. In one room is considerable furniture which once belonged to Alonzo Horton, the "Father of San Diego." In another room is a collection of mission paintings and there are hourly lectures on the missions. Indian blankets, baskets, curios, photographs, etc., are for sale in one of the rooms.



RAMONA'S MARRIAGE PLACE
Reached by San Diego Electric Railway Company

It is a beautiful drive from San Diego to the **Old Mission**. The sight-seeing automobiles make the trip frequently but not daily, so it is best to make previous arrangements. The route is generally to go by the valley and return along the high ground and through Balboa Park or vice versa. The father in charge will show the buildings to visitors. There is a modern chapel which contains many things taken from the old church, of which now only the fachada and a few walls remain. The tower is gone, but one bell hangs from a beam. This was recast from four small bells which were broken when the tower fell during an earthquake. The bell is of beautiful tone. There were originally seven bells. Two now hang before the church in Old Town and one in a Catholic church in San Diego. Many fragments of adobe walls indicate how large the original enclosure must have been, about thirty acres. Parts of a cactus hedge also remain. The first olive orchard of California is here, 140 years old and still bearing. There are several towering palm trees about the same age as the old palms of Old Town. It was in 1774 that Padre Junipero moved the mission from Old Town to this spot. In 1775 there was an uprising among the Indians and Father Jayme was murdered. The mission buildings were destroyed by fire and other means. They were soon rebuilt and dedicated in 1777, but not entirely completed until 1784. In 1804 a new church was built which gave place in 1813 to the structure whose ruins we view with interest today. The main building was about ninety feet long. The walls are four feet thick. The building was mainly of adobe, but the doorway and window casings were made of burnt tile. The church stands on an eminence commanding a fine view down the beautiful mission valley to the sea. Perhaps the most interesting of all the things to be seen is the well in the orchard across the road below the mission and the underground passage which leads to it from the church. The door opening into the well from the passage can be seen. The church end is closed. The fathers seemed to be in more danger in San Diego than elsewhere

from Indian outbreaks and the passage was probably made so that they might have access to water if they should be besieged in the church buildings.

Old Town is reached by train or by trolley cars marked Ramona's Home. After a half-day in Old Town one can go on to **La Jolla**, a pretty town with brilliant borders of flowers along its walks and famous for its wonderful cliffs and caves and wave-worn arches along the ocean shore. There is good bathing here and the place is both a summer resort and the site of many beautiful all-the-year-round homes. There is a good hotel, and a fascinating arts and crafts shop, an aquarium, and not far away a biological station of the University of California. La Jolla is also the home of the rare Torrey pine. The bungalows down near the beach are not numbered but each bears its name on a little sign, "The Breakers," "The Cozy," "The Nest," "Honeybug," "The Green Dragon," etc. Pacific Beach and Ocean Beach are both pleasant places to visit. Both can boast fine beaches, bordering the Pacific. There are **Bay Excursions** which visit Fort Rosecrans and other interesting spots by water, giving one a fine view of the bay. There are also excursions to **Coronado Island**, a delightful trip for those who love the ocean.

What are called "**Back Country Trips**" leave the office of Dodge's Information Bureau (Third and C streets) daily for Grossmont, El Cajon Valley, La Mesa and other interesting places. Grossmont is 1,200 feet above the sea and offers a magnificent panorama of ocean, mountain and valley scenery. To the north snow-capped San Antonio is seen and nearer at hand San Jacinto and the Palomar mountains, to the south the table mountains of Old Mexico, to the east the timber-covered Cuyamaca range and to the west the city, the bay, the ocean and the islands on the horizon.

The above by no means exhaust the interesting excursions which can be taken from San Diego, but offer a few suggestions for trips which will well repay the traveler.

IN 1909 THE POPULATION OF SAN DIEGO, CALIFORNIA, WAS 30,000.
IN 1913 IT WAS 90,000, AN INCREASE OF 200 PER CENT. IN FOUR YEARS.
SAN DIEGO IS THE MARVEL OF THE WORLD.



U. S. GRANT HOTEL

San Diego, California

JAMES H. HOLMES
General Manager

FIREPROOF

A TRIUMPH of concrete construction; beautiful inside and out; ideal in service and appointments; the social center of San Diego; centrally located overlooking the famous Plaza Park; convenient to all attractions of city, country and the wonderful land-locked bay of 22 square miles. Visit the old Spanish Mission built in 1769; visit Tia Juana in Old Mexico; a Week-End spent in San Diego with the U. S. Grant Hotel as headquarters will be a delightful outing. Go through the 1400 acre city park where the Panama-California Exposition is fast nearing completion and is to be opened January 1st, 1915.

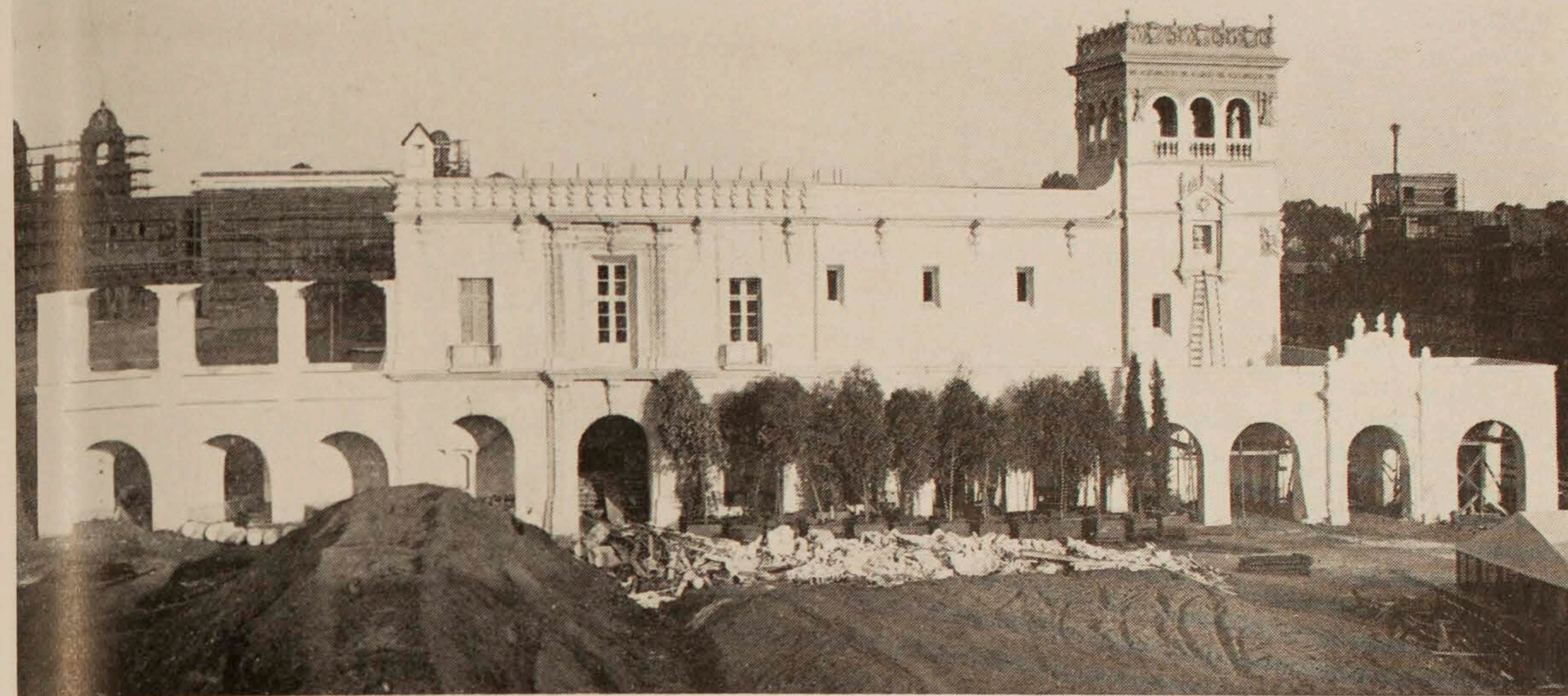
Rates at the U. S. Grant Hotel range from \$1.50 per day upward.

Visit the famous "Bivouac Grill."

Two large salt water pools each 50 feet in length.

Duplicate Turkish Baths for men and women.

Send for our handsome booklet.



HOME ECONOMY BUILDING

Panama-California Exposition SAN DIEGO, 1915

*Description prepared by the Department of Exploitation and Publicity for the
Los Angeles-San Diego Standard Guide*

Colonel David Charles Collier, president of the San Diego 1915 Exposition, casts his shadow large over that project, but it is a beneficent shadow, and it is safe to say that the present advanced stage of building and general progress, as well as the brilliancy of the general theme to be followed, are in large measure due to President Collier.

A large man in every sense, President Collier has indelibly stamped his strong and genial personality upon not only the exposition, but upon San Diego. Under his leadership the people have readily responded to the call for funds, subscribing at first for \$1,000,000 worth of exposition stock, then issuing \$1,850,000 worth of bonds for park improvements, which, as the exposition is being built in Balboa Park, amounts to a bond issue for exposition purposes. Next, realizing the vital necessity of preparing the harbor for the shipping of the world, due with the opening of the Panama Canal, the people voted

another \$1,000,000 bond issue for dock-building and other harbor improvements, and now they are prepared to issue another \$1,000,000 in bonds for further park improvements if necessary.

In the organization surrounding and supporting President Collier in this great work are many strong and competent men who, whether working as active exposition officials, or acting as strong aids otherwise, go to strengthen and cement an organization whose efficiency and strength has been proven by its work.

Second Vice-president G. A. Davidson is entitled to the honor of first conceiving and bringing forward the plan of an International Exposition in 1915 on the Pacific Coast in honor and celebration of the opening of the Panama Canal, and although San Diego cleared the way by stepping from first place for San Francisco during the contest between that city and New Orleans for Federal recognition as the 1915 Exposition City, never for a

moment was the plan to hold an exposition in San Diego relinquished or the preparation for it abated.

Vice-president Davidson, the originator of the 1915 Exposition project, presented his idea to the San Diego Chamber of Commerce in August, 1909, and he has remained an ardent worker for the consummation of the great celebration to the present time.

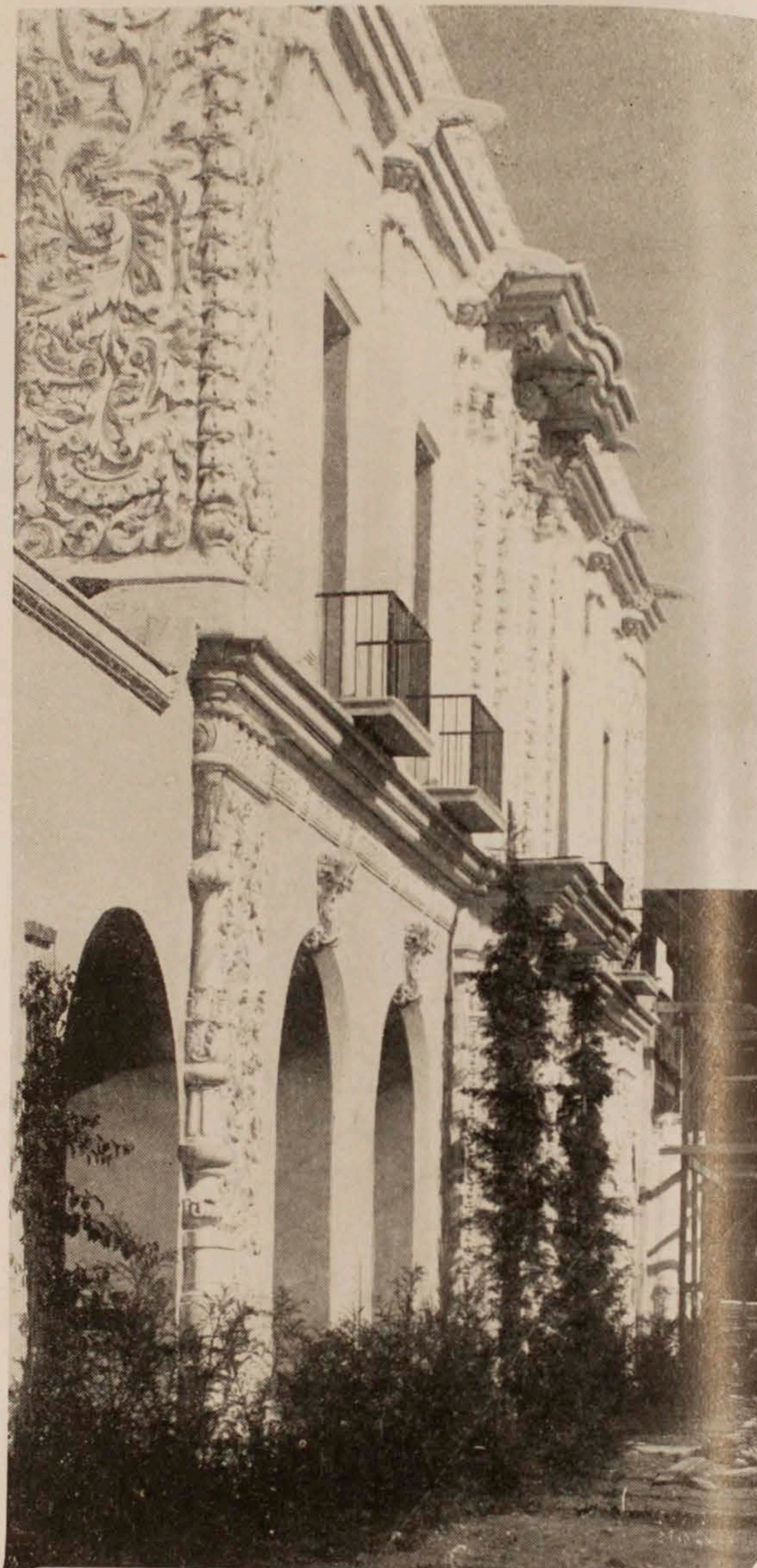
One of the busiest and most active men in the San Diego Exposition Building is H. O. Davis, assistant to President D. C. Collier, and Director of Concessions.

To Mr. Davis falls the difficult task of considering and segregating all applications for concessions, passing upon their merit and admissibility, besides attending to a great mass of detail work attaching to the office of the president, which has been made doubly arduous by the enforced absence of President Collier during much of the time since the exposition project was launched.

Winfield Hogaboom, Director of Publicity and Exploitation, has been with the exposition project since its inception and the fact that San Diego and her invitation to the world to participate in the celebration of the opening of the Panama Canal in 1915, is now known to the whole world, is due to his direction of publicity. To his work and that of his department is largely due the fact that San Diego, which had a population of 39,750, when the exposition was launched in 1909, now has 80,000 people.

H. J. Penfold, exposition secretary, has done, and is doing, a vast amount of work for the great enterprise, as, through his hands passes practically all the correspondence arising from the work of exposition building, which has many ramifications.

Frank M. Allen, Director of Works, under whose direct supervision is being arranged the whole plan of expositional building and planning, performed the same great task for the recent Seattle fair, where he proved his competency and strength as a director, engineer and organizer. The work of Mr. Allen's department includes practically everything from the laying out and grading of the grounds to the final decoration of the last building, which includes details without end, and important features and



FACADE, HOME ECONOMY BUILDING

duties which might well stagger any master mind.

The board of directors, headed by President D. C. Collier, who is also Director General, consists of twenty energetic business men, well known throughout the country. They are: R. C. Allen, L. R. Barrow, L. A. Blochman, F. J. Belcher Jr., George Burnham, William Clayton, G. A. Davidson, C. W. Fox, D. F. Garretson, Percy Goodwin, I. I. Irwin, F. W. Jackson, H. H. Jones, W. F. Luddington, Arthur H. Marston, L. S. McLure, J. W. Sefton Jr., W. A. Sloan, John D. Spreckels and C. L. Williams.

President D. C. Collier, G. A. Davidson, R. C. Allen, F. J. Belcher Jr., H. H.

Jones, P. H. Goodwin and W. A. Sloan constitute the executive committee of the board, and the officers are: D. C. Collier, president; John D. Spreckels, first vice-president; G. A. Davidson, second vice-president; L. S. McLure, third vice-president; George Burnham, fourth vice-president; F. W. Jackson, treasurer, and H. J. Penfold, secretary.

When San Diego, with a population of less than 40,000 in 1909, announced her intention of holding an exposition in 1915 in celebration of the opening of the Panama Canal there were a great many people in the United States and foreign countries who did not know where San Diego was. There were a great many others on the Pacific Coast who laughed at the idea, and there were others who sneered and called it presumptuous, and all joined in asking why? They received the answer, which was this:

San Diego, the oldest town on the coast, where Padre Junipero Serra, in 1769, established the first European settlement, making it then the first "port of call," established a precedent, which, with the opening of the Panama Canal, will be recognized by the shipping of the world on its westward way through the great connecting water link in the maritime commerce of two oceans.

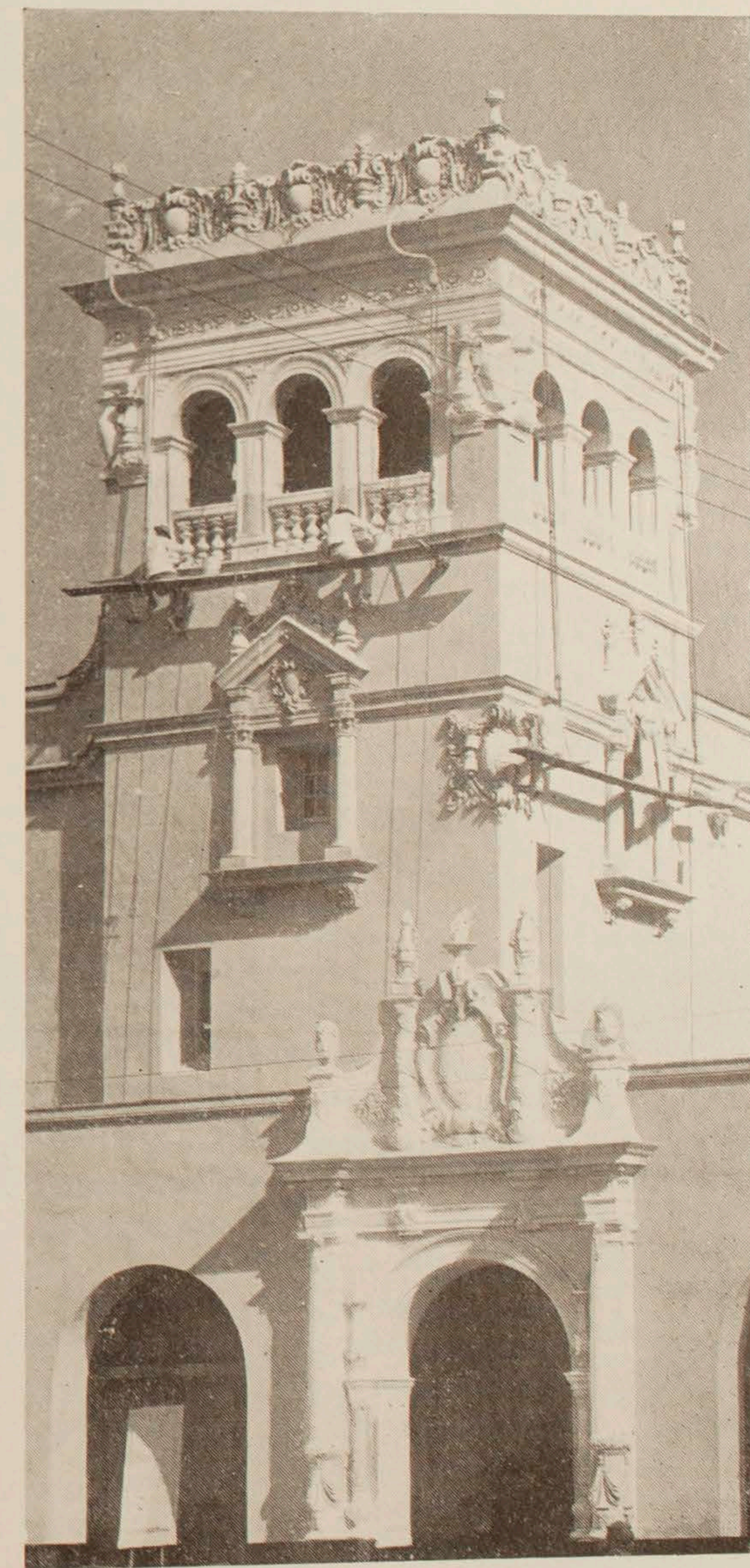
San Diego, which is about to be linked to the east by the shortest and easiest graded transcontinental railroad, will be brought both by water and land transportation closer to the eastern seaboard, and consequently to the rest of the country lying between, than will any other port on the Pacific Coast.

San Diego, besides having the first harbor at which westbound vessels will touch on American soil, after passing through the canal, also has, in that same harbor, one of the three great harbors on the coast. Land locked, with plenty of natural depth to accommodate the largest ships afloat, and large enough to accommodate the combined navies and merchant marine of the world, it must naturally become the scene of great maritime activity within the first few years following the opening of the canal.

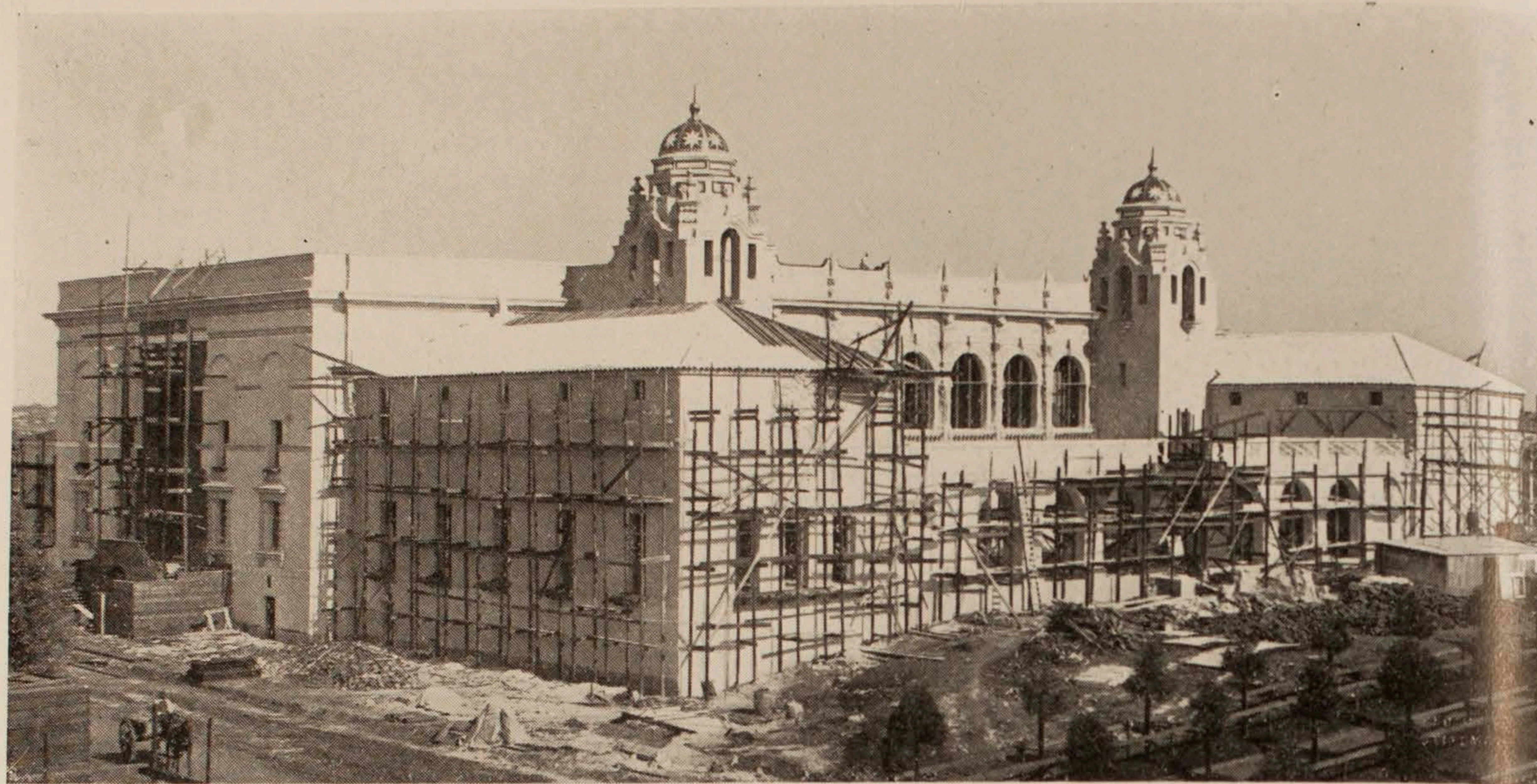
San Diego has back of it, a few miles inland, the great Imperial Valley, already recognized as one of the richest, most fertile and extensive agricultural sections

on the continent, destined to support a greater population, in time, than the valley of the Nile. Northeast of this great inland empire are the storehouses contained in the lands of Arizona, recently reclaimed by the great Roosevelt project, and these again form another immense country, also tributary to San Diego, the natural gateway and market, the magic outlet to the sea, and consequent cheap transportation.

San Diego's climate, always an irresistible magnet to those who know it, makes it possible to hold here an all-year exposition without varying and decided changes



A TOWER ON THE HOME ECONOMY BUILDING



BUILDING OF THE SEVEN SOUTHERN COUNTIES OF CALIFORNIA, JANUARY 1ST, 1914

of temperature, such as must be encountered anywhere else on the coast.

In short, the very reasons which account for San Diego's being at all, account best for her claims for recognition as an exposition city, and barring her smallness of population she has every superior reason, unpossessed by any other coast city, to put forth her claims for recognition in the matter of the 1915 exposition.

Never before in the history of exposition building has a city had the advantage of such united effort as has marked the progress of San Diego's work since the exposition project was launched. Never before have the men at the head of so great a project worked in such harmony for the accomplishment of a declared and settled purpose. Money has been raised by the city to the extent of four millions of dollars, including the million being spent on harbor improvement, and what was said by some, two brief years ago, to be impossible, has already been recorded among the things accomplished, and the exposition building goes merrily on.

Located on the low hills overhanging the city and harbor, in the midst of beautiful Balboa Park, the exposition grounds occupy 615 acres of that great natural beauty spot. The grounds are bisected in many places by small ravines, and the

whole is practically contained between what might be called the inverted walls of two deep canyons, leaving the exposition grounds on a high table land between.

One of these deep canyons, known as Cabrillo canyon, lies between the fair grounds and the city proper. This is spanned by a beautiful reinforced concrete bridge of the Roman style of architecture. It is carried by seven arches, the tallest of which holds the floor of the bridge 136 feet above the bottom of the canyon. Over this bridge will probably pass the greatest number of visitors to the exposition, as it is nearest the city, and within less than fifteen minutes' walk of the waterfront, the centers of commerce and hotel accommodations.

On the left of the bridge at the exposition, or eastern end, the first building encountered is the Administration Building, where the business of the exposition is transacted.

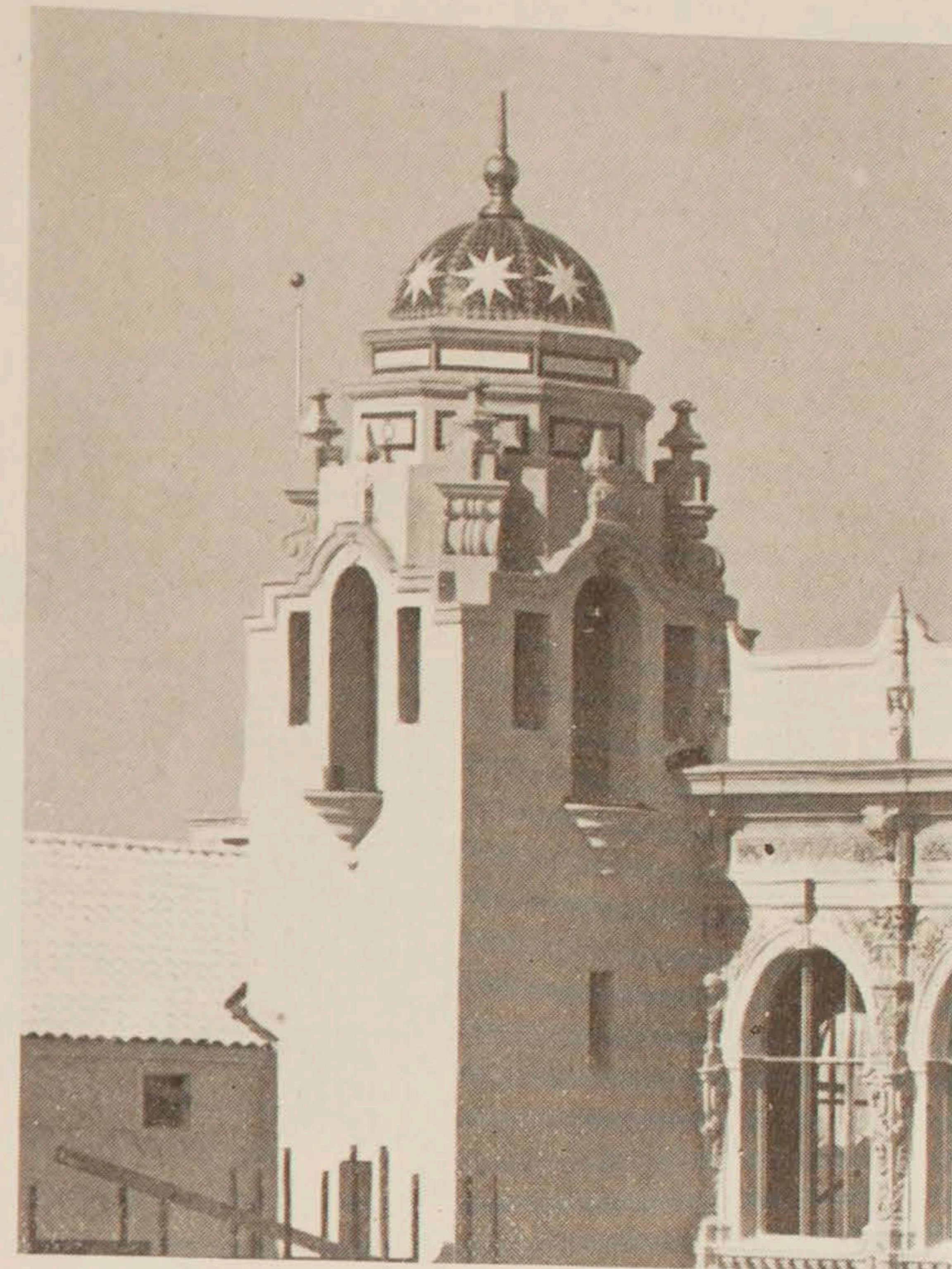
Next to the Administration Building, and towering above it, in splendid proportion, is the California State Building. Opposite this magnificent building and facing north is the Fine Arts Building. These two latter buildings consume the entire frontage of the Plaza de California, which is tapped, opposite the bridge entrance, by the main artery of the exposition, the "Prado."

On the north of the Prado stand the Administration Building, California State Building, Arts and Crafts Building, Home Science Building, Horticulture and Agriculture Building, Botanical Building and the Southern California Building.

Facing the Prado on the south are the Fine Arts Building, the Ethnological Building, the Mining Building, Foreign Arts Building, Commerce and Industry and Service Buildings.

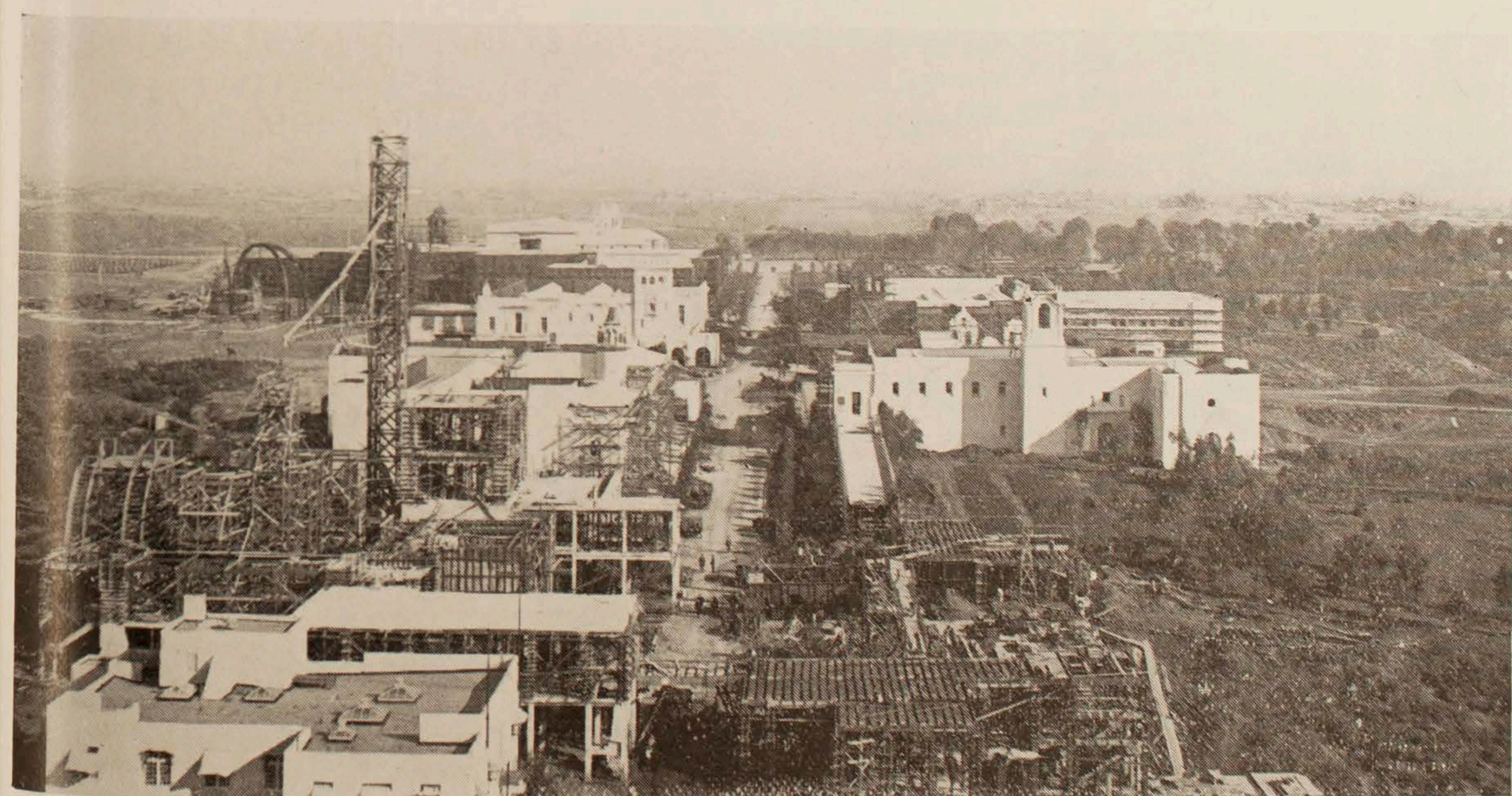
At the eastern gateway the Prado terminates in the "Isthmus," upon which will be the sites of the innumerable amusement concessions, extending to the northern gateway of the grounds, and enclosing the five-acre Southern California citrus grove and five-acre Southern California model farm, a five-acre California date grove, the little Landers concession, the reclamation service exhibit, the villages of native American Indian tribes, and many of their historic battlefields, and many other concessions.

The Midland Drive is a noble boulevard extending southward to the south gate, and half circling the beautiful sunken garden, known as Canyon Espagnol on whose eastern shore stands the hospital and service buildings, and opposite the sites of the exhibit buildings of Brazil and other South American countries.

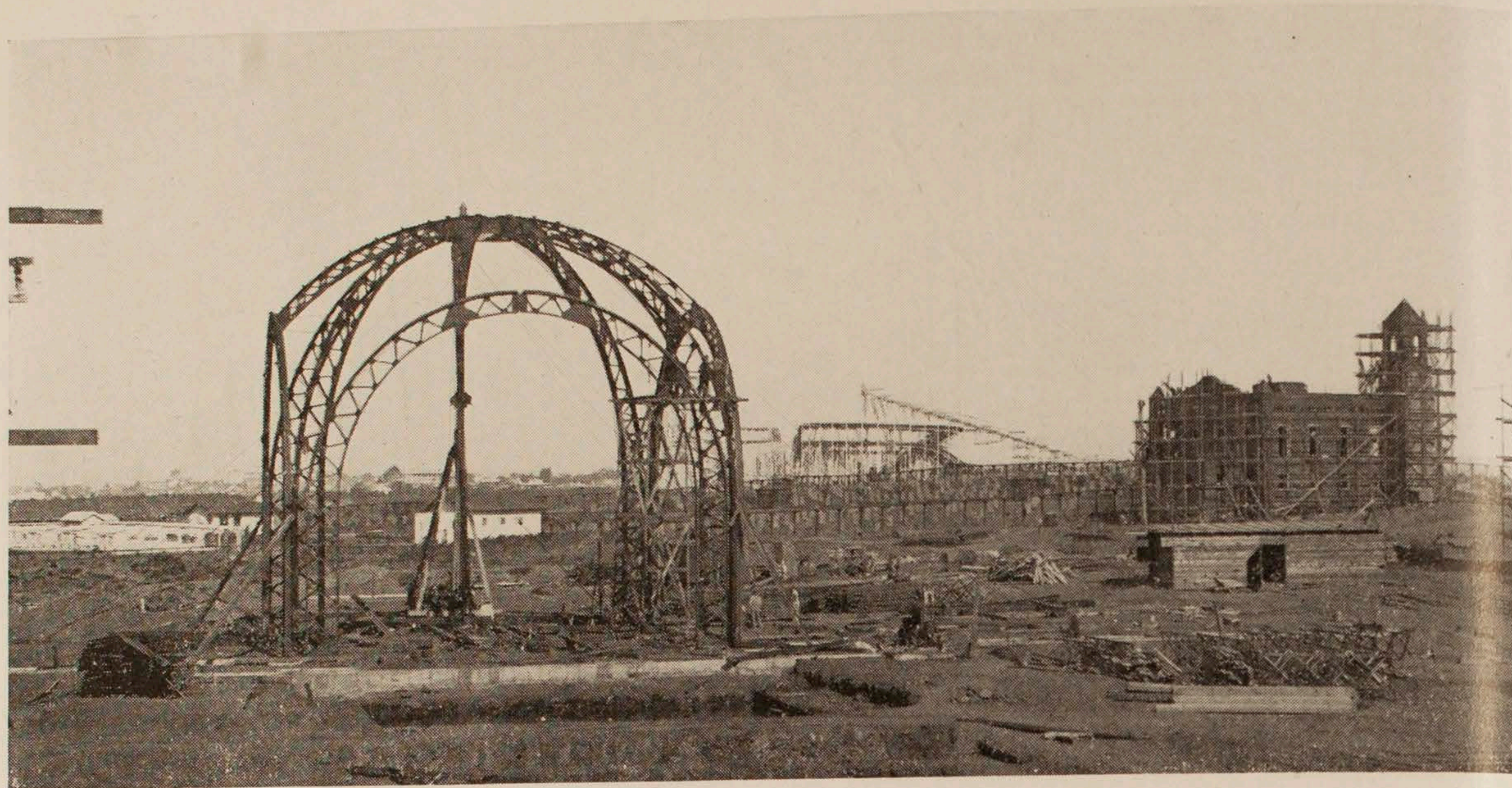


A TOWER ON THE COUNTIES BUILDING

During a large part of the trip through and around the fair grounds the visitor is sheltered from the sun's rays by splendid pergolas, covered with heavily blossomed rose vines, and never once, while



THE PRADO, JANUARY 1ST, 1914



STEEL FRAME WORK FOR DOME, BOTANICAL BUILDING, AS IT APPEARED JANUARY 1, 1914

out of doors, is he beyond a view of the harbor and ocean.

The view from any point of the fair grounds is magnificent. The visitor looks out upon the city and a portion of Balboa Park, and down upon the harbor with its shipping from all corners of the world, which carries back and forth the commerce and trade of all nations. Beyond is the beautiful little tourist city, Coronado, with its famous Hotel Del Coronado and its tent city, and just north of this is North Island, flat and smooth as a newly baked pancake, which, it is said, is destined to become a naval station before the opening of the exposition in 1915. Here at present is the home of army and navy aviation on the Pacific Coast, and daily the work of the government aviators in training for military aerial scout duty may be seen from the fair grounds.

Beyond Coronado and North Island tosses the broad but placid Pacific, dotted in the distance by the Coronado Islands, the view being framed, so to speak, by Point Loma on the north and Point of Rocks on the Mexican side of the international boundary on the south.

Reverse the viewpoint and look at the exposition from shipboard, in the bay or from beyond the harbor at sea, and the exposition in turn presents a beautiful and imposing scene. The buildings, all

in the Spanish Colonial architectural style, showing white and glistening in a setting of verdant green, relieved, artistically here and there by splashes of vivid color, applied by means of native flowers to the hillsides with an occasional colored dome or minaret, enlivened by waving banners representing all the countries of the world, are spread over 615 acres of ground in the midst of a beautiful park in the center of the city.

Other expositions of the past may have been larger; they have without doubt contained in their architecture and exhibits quantity better calculated to stun the mind of the visitor by their colossal proportions and almost incalculable bulk, but never before in the history of the world has there been a world's fair or exposition where the exhibits and displays assembled teach so much of human history and world growth as will those of the San Diego 1915 Exposition.

Other expositions have shown the visitor the products of every known corner of the earth, and the people who produced them. This has been done so many times that expositions, from their commercial and other aspects have little interest for the people. It is generally realized that what has been shown at these great accumulations of commerce is nothing more than a large and somewhat diversified accumulation of those com-

modities with which everyone is more or less familiar. The world, as a patron of expositions, is tired of this kind of show, just as theater audiences become tired of one kind of a play offered too many times.

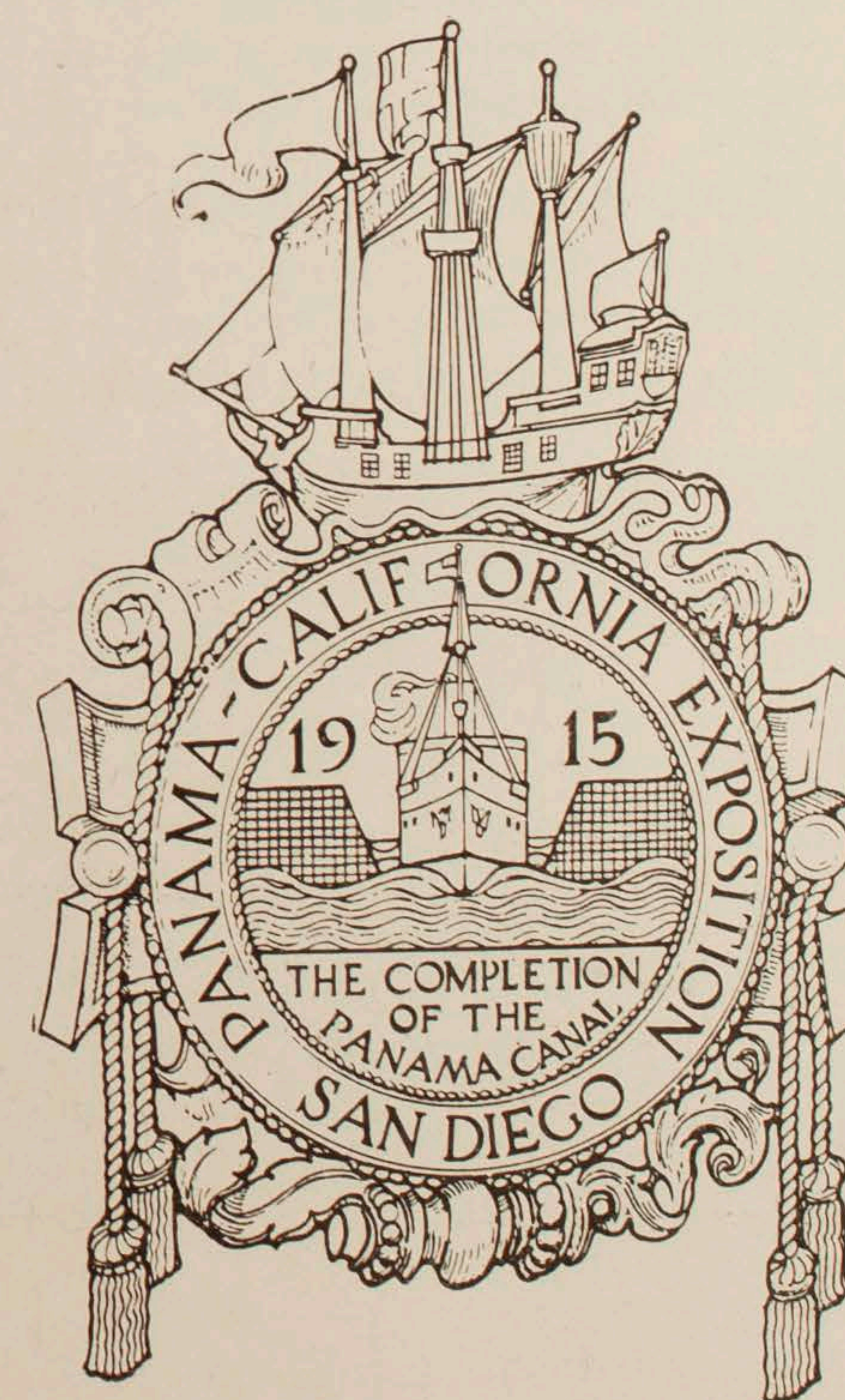
The San Diego 1915 Exposition is planned to avoid everything contained in expositions of the past. Products here, whether of art or commerce, will be seen only as incidentals. The idea to be carried out is to show **HOW THINGS ARE DONE**, not a great accumulation of products. For instance: Everyone has seen and admired the handiwork of the Navajo Indian in blanket making and silver ornaments. It would have been an easy matter for the departemnt of exhibits to have accumulated a very large and handsome collection of these things, but beyond a cursory glance, the patrons of the exposition would have paid little heed to such an exhibit, not only because its theme is archaic, but because there would be so much in the same general line that little attention would be paid to it. Under the plan adopted, however, the blankets will be noticed and much admired, as will the silver ornaments, because the Navajo women will be seen preparing the wool, spinning the yarn and weaving the blankets, and the native silversmiths, surrounded by their rude tools and imple-

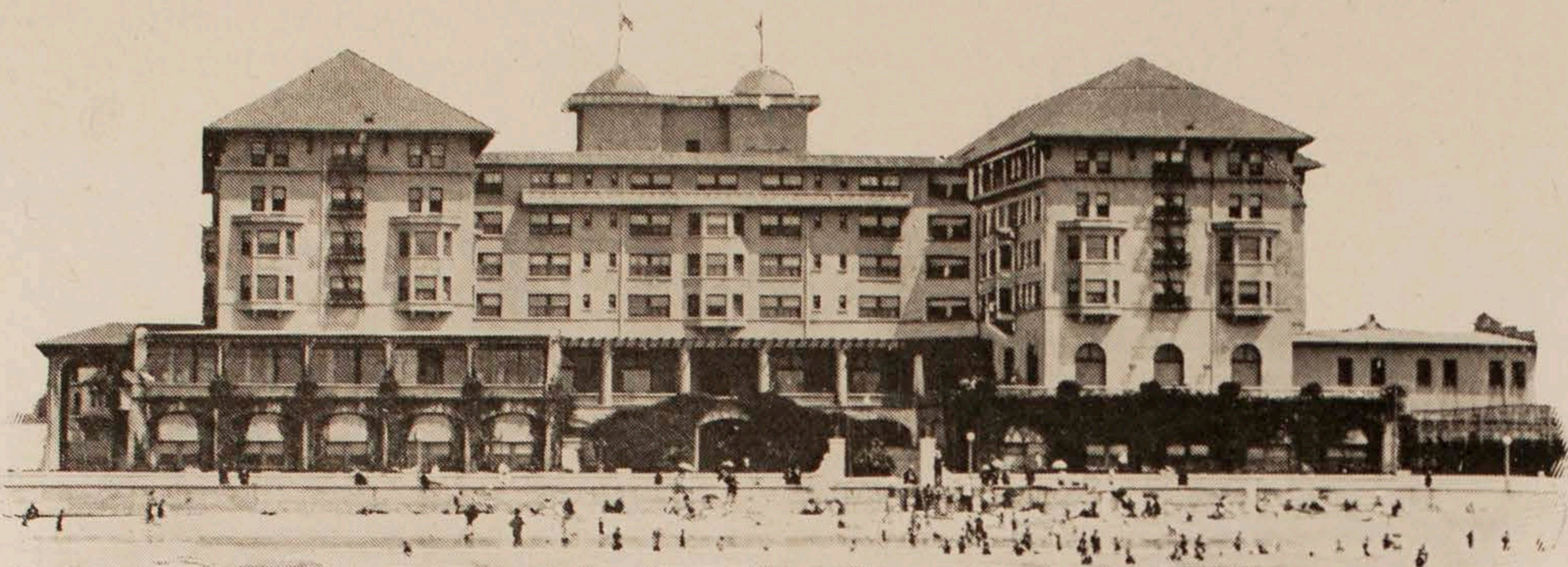
ments, will be seen beating out the silver, shaping it and engraving the finished trinkets.

Everywhere this theme of processes first, products last, is to be carried out, even to the things shown in the concessions, just as far as the things displayed make such a course possible. Native workmen and women from the peoples of the far north, where fur industries prevail, to the work done by the natives of the sunny south, will be seen, surrounded by their crafts, furnishings and home conditions, as far as it is possible to transplant or reproduce them in California climate, and they will be doing the things they do at home, in their native ways.

Products will be seen, yes, but in the main they will only be seen as the final result of what the people have been seen doing, and they will disappear almost as fast as they are brought into existence.

This theme of evolution, of history through processes, has served to popularize the San Diego 1915 Exposition wherever it has been exploited, with the result that the exposition, which started out to be an affair of the Southwest, has grown till it has become international in its scope, and every effort is being made by the directorate to furnish the additional room and accommodation demanded.





Hotel Virginia

Long Beach, California

"Superbly Situated by the Rhythmic Surf"

Absolutely Fireproof

American Plan

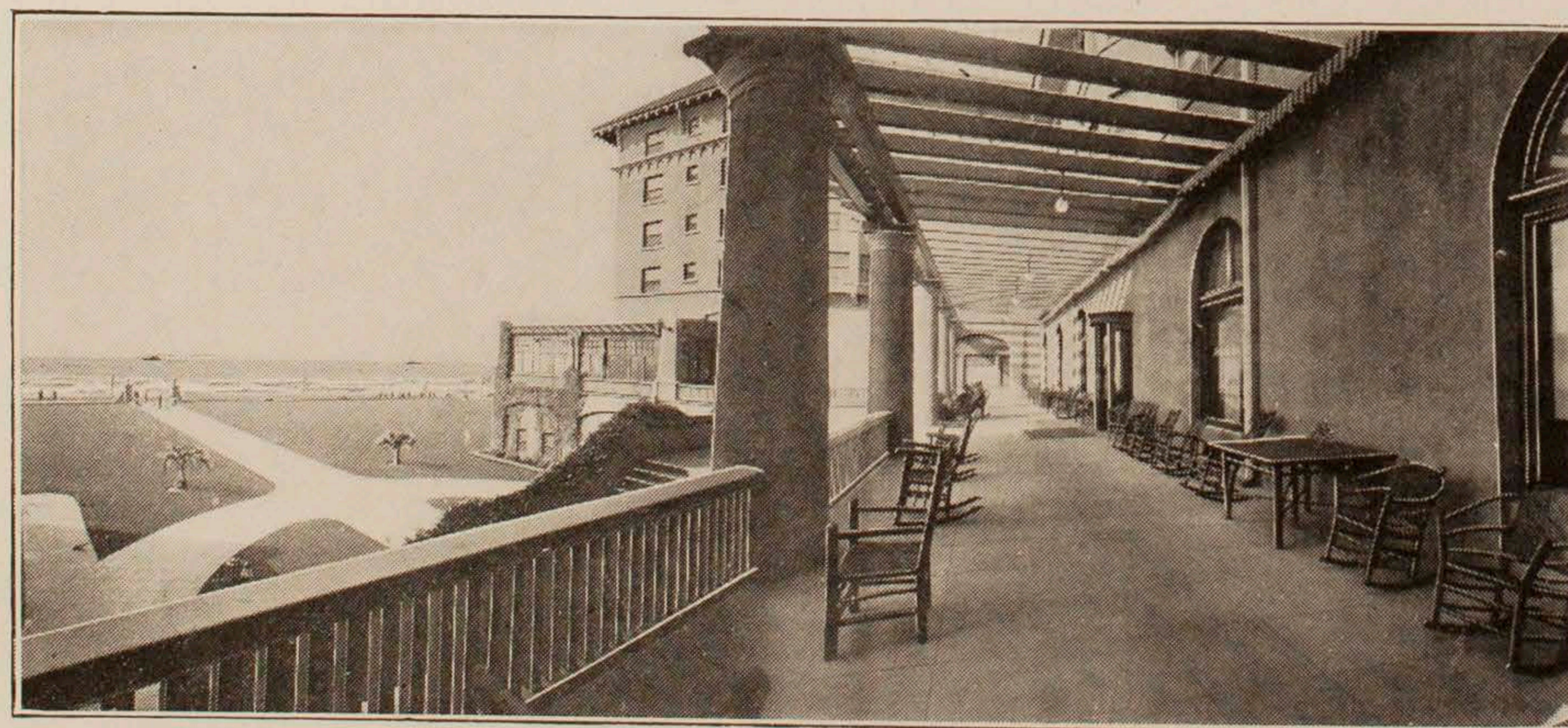
Famous The World Over

For its Excellence of Cuisine
and Thoroughness of Service

Every Outdoor Recreation to both Divert and Amuse

Golf, Tennis, Motoring, Horseback Riding
Driving, Yachting, Fishing

HOME OF THE CELEBRATED LONG BEACH BATH HOUSE



Notable Hotels of California

Offering To Their Guests Widely Varying Attractions,
Each Presenting Some Special Charm of Its Own

Southern California offers an unusual number of delightful hotels for the choice of the hotel seeker, and most of them have a distinction which renders a stay within their hospitable walls, be it for a season or only for a single meal, a pleasure long to be treasured in memory. Situated in widely different localities, they offer widely varying attractions, each presenting some special charm of its own. They climb the hill slopes, rest on the mountain tops, nestle in the valleys, dip their feet in the ocean, or border city pavements. They offer to their guests wide sweep of vision, golf, tennis and polo, the country for walking and driving, the ocean for boating, bathing and fishing, the mountain side for hunting, the old missions and landmarks of the early days for exploration, or the city for urban pleasures. At each hotel one or more of these attractions awaits the traveler, while common to all of them is pure, balmy air, the beauty and odor of flowers, charming rooms, careful service and a cuisine suited to the most fastidious.

The large hotels of Los Angeles and San Diego are the peers of metropolitan hotels anywhere. Beginning with Los Angeles, the **Hotel Alexandria** is conveniently located on Fifth Street, between Broadway and Hill. A spacious lobby with columns and wainscot of colored marbles forms an inviting entrance and luxurious lounging room. The Franco-Italian dining salon and the tea room, adorned with Pan playing his pipes at the fountain among the flowers, are most attractive. On the mezzanine floor is a gallery with writing tables, a library, ladies' parlor and ballroom with pale gray brocaded satin walls. The hotel contains seven hundred rooms and suites,

thirty with pianos and a number with private dining-rooms. In the basement is the mission Indian grill with the unique decorations its name implies.

The **Angelus** at Fourth and Spring streets, the **Hotel Lankershim** at Broadway and Seventh Street, and the **Van Nuys** at Fourth and Main streets are dignified hotels of a type similar to the Alexandria. They are all well located for business, shopping or sight seeing, and furnish every comfort, convenience and luxury demanded by the traveling public. Simplicity is the keynote of the furnishing of the Van Nuys, the pleasing simplicity which it takes an artist to effect. The pretty Peacock lounging room on the second floor is attractive to those who prefer its quiet aloofness to the bustle of the lobby. The Van Nuys endeavors to create a homelike atmosphere for the stranger and caters to particular people. The cafe of this hotel has long borne a just reputation for excellence both in cuisine and service. The room is a charming production in white and gold.

All the above hotels are on the European plan, as is also the **Westminster** at Fourth and Main streets. This hotel has long been a well established favorite among substantial permanent residents of Los Angeles and well-to-do tourists. It is conveniently located, with theaters and shopping district in the immediate vicinity, and with electric cars for all points in the city, for the beaches and the mountains, passing its doors. Seventy-five rooms, single and en suite, each have large bay windows overlooking the busy streets. The cafe has a well deserved reputation for its excellence as well as for its moderate prices. A table d'hôte luncheon is served daily for fifty cents which cannot be surpassed for the price.

THE ANGELUS

LOS ANGELES



LOCATION

The Angelus, located at Fourth and Spring Streets, is in the midst of the business, theatre, banking and shopping centers. All street car lines close at hand. Famous for its quiet comfort, many conveniences and its excellent grill.

SERVICE

EQUIPMENT

European Plan Only. Rates from \$1.50 per day and up. **LOOMIS BROS., Proprietors**



A SECTION OF THE SPACIOUS LOBBY OF THE HOTEL ANGELUS

On the mezzanine floor above are cozy retreats and a beautiful painting of the famous picture, "The Angelus," from which the hotel derived its name

Away from the business center, but still in Los Angeles, is the **Hotel Hollywood** situated at the base of the Santa Monica mountains. The wide spreading hospitable building contains one hundred and fifty rooms and is encircled by spacious porches which can be enjoyed winter or summer. The refreshing ocean breeze, palms and luxuriant shrubbery temper the warm days, while gay flowers and sweet odors make the winter tourist forget the discomforts of the ice-bound East. The kitchens are immaculately kept and open at all times for inspection of guests. The dining-room overlooks a beautiful garden. Many of the sleeping-rooms have private balconies or sleeping porches which command beautiful views of the foothills. Weekly dances, billiards, card rooms and tennis courts are free to guests.

Midway between Los Angeles and the ocean is the beautiful **Beverly Hills Hotel**, also on the American plan. The archi-

itecture blends well with the background, while the outlook from the site is magnificent. It includes the Santa Monica mountains, the nearby rolling hills covered with orchard, vineyard or natural growth and six miles away the shore of the Pacific. At night the sparkling, scintillating lights of Los Angeles, and above the shining stars, transform the scene into one of mysterious, witching beauty. The main dining-room is very attractive with low windows affording distant views and the nearer outlook on the flowers and foliage of the hotel grounds. Many of the rooms have out-door sleeping porches. The ample grounds are laid out in lawns ornamented with trees and flowers. One acre is devoted to the guests. Not only may they cut the flowers from it, but plant and raise them in individual gardens if they wish. Everything to interest and amuse the guests is close at hand or within easy reach. The Los Angeles Country Club, with its justly famed



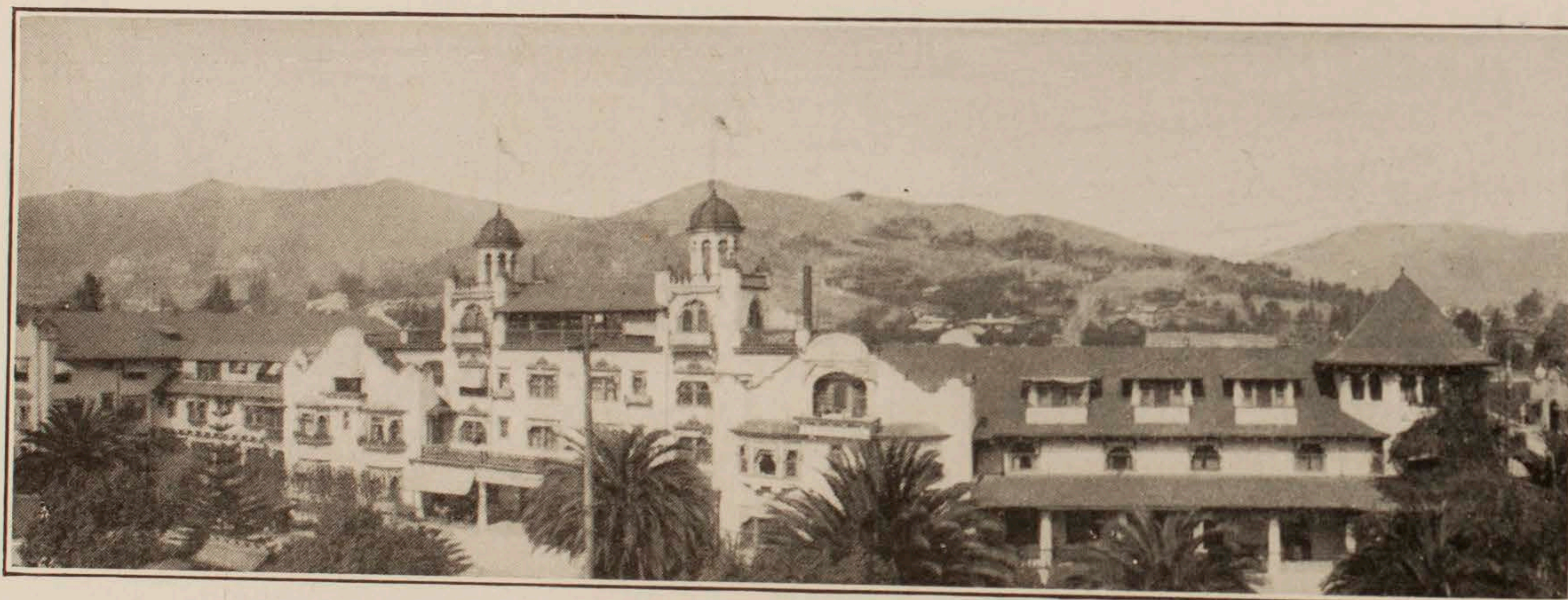
The Raymond

PASADENA, CALIFORNIA

Conceded by exacting critics to be the most superbly located hotel on the American continent, with every appointment perfect.

DECEMBER UNTIL MAY

WALTER RAYMOND, Proprietor



Hotel Hollywood

LOS ANGELES, CALIFORNIA

A strictly modern, high class American Plan hotel situated at the base of the Santa Monica Mountains within the city limits and midway between the business district and the Pacific Ocean, making it one of the most attractive suburban hotels in Southern California. It has the unique distinction of offering its guests the advantages and pleasures of the mountains, city and sea.

Visitors will find this charming hostelry essentially and first of all a home hotel for those who appreciate the comforts of life, while enjoying the unequalled climatic advantages.

GEO. S. KROM, Manager

golf course and fine new club house, adjoins the hotel. Electric cars pass the hotel and reach the heart of the business center of Los Angeles in twenty-five minutes.

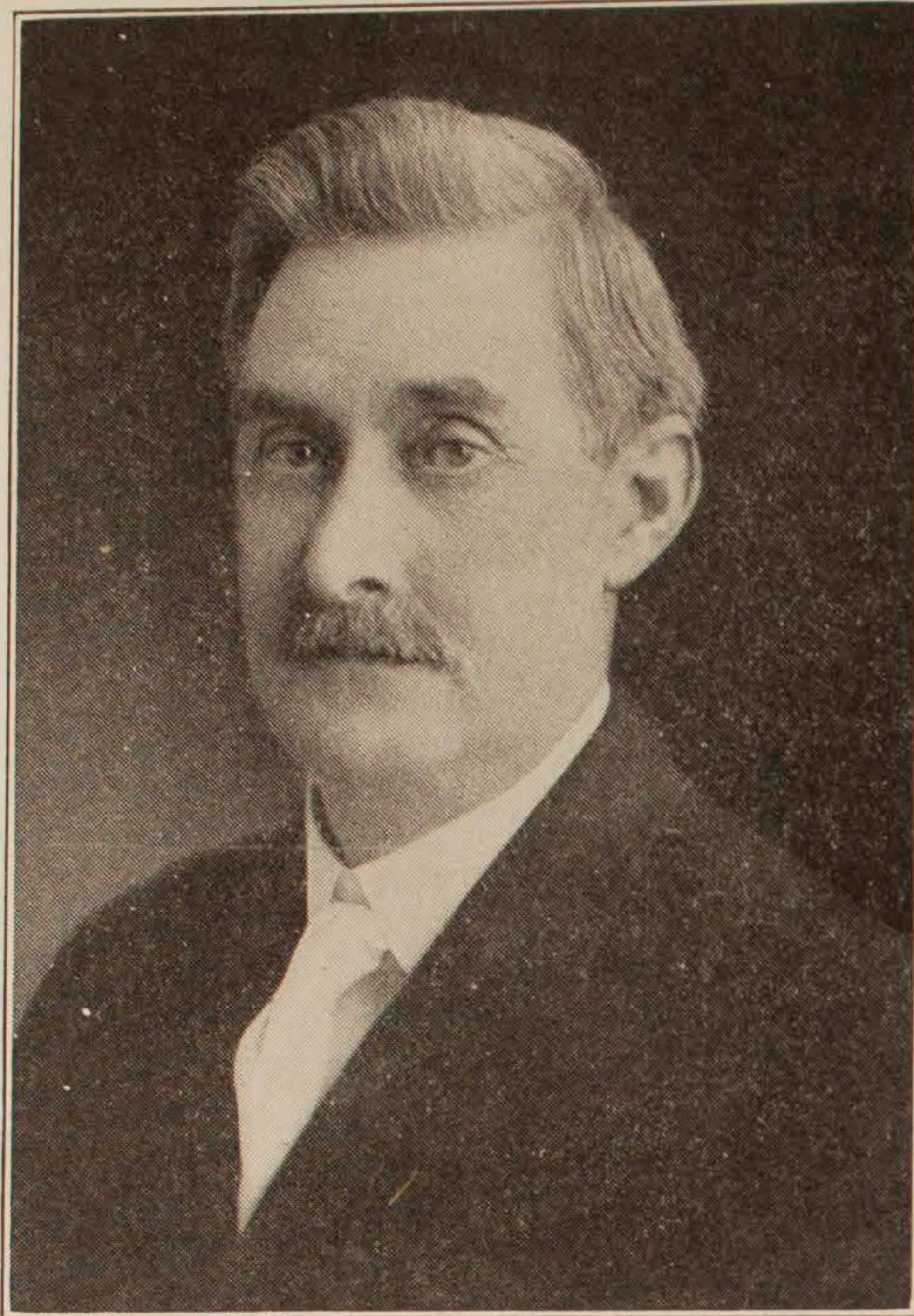
Pasadena has four great hotels which have risen, one after the other, to accommodate the ever-increasing winter travel to Southern California. Of these the **Raymond** was the first. It occupies a superb position, crowning an eminence about a mile from the center of Pasadena. The hotel is surrounded by its own beautiful grounds, a park of eighty acres which embraces one of the finest golf courses in Southern California, rolling lawns, shady flower-bordered paths and acres of blossoms to supply the public and private rooms. The commanding site affords scenes of wonderful beauty stretching away on every side, from the flower-embroidered surroundings of the hotel away up to the snow crowned heights of the Sierra Madre or over the smiling fields and orchards of the San Gabriel Valley. Across the entire front of the building stretch the wide rose wreathed verandas which with their rugs and cozy furnishings are one of the hotel's most delightful features. Here the guests

gather to read, write, chat or play cards and here afternoon tea is served. Besides the fine golf links and tennis courts many other out-door attractions await the guests of the Raymond. Beautiful drives and walks, mountain trails and smooth automobile roads are close at hand; carriages and fine saddle horses are kept on the hotel grounds and burros are provided for the children. A well equipped garage furnishes accommodation for the automobiles of guests. The hotel is under the personal management of the proprietor, Mr. Walter Raymond, who for a number of years was president of the Raymond-Whitcomb Company. It is conducted on the American plan. The season is from the middle of December until the first of June.

The **Hotel Green** covers with its immense fireproof buildings nearly two city blocks in the heart of Pasadena. The group consists of the east, center and west buildings with the steel and cement covered corridors that span the street. Together they provide nine and a quarter acres of floor space, sufficient room for the diversified entertainment of guests even were the hotel not surrounded by a city and outlying country of surpass-



HOLLYWOOD HOTEL, HOLLYWOOD



G. W. FITCH

Formerly connected with Westminster and Metropole Hotels, Los Angeles. Also 20 years with N. Y. and Florida Hotels.

Where Shall I Eat and The Answer

For years I have catered to those who discriminate. Well-cooked food properly served, clean linen, moderate prices and courteous service.

Open day and night.

The Eating Problem satisfactorily solved at the

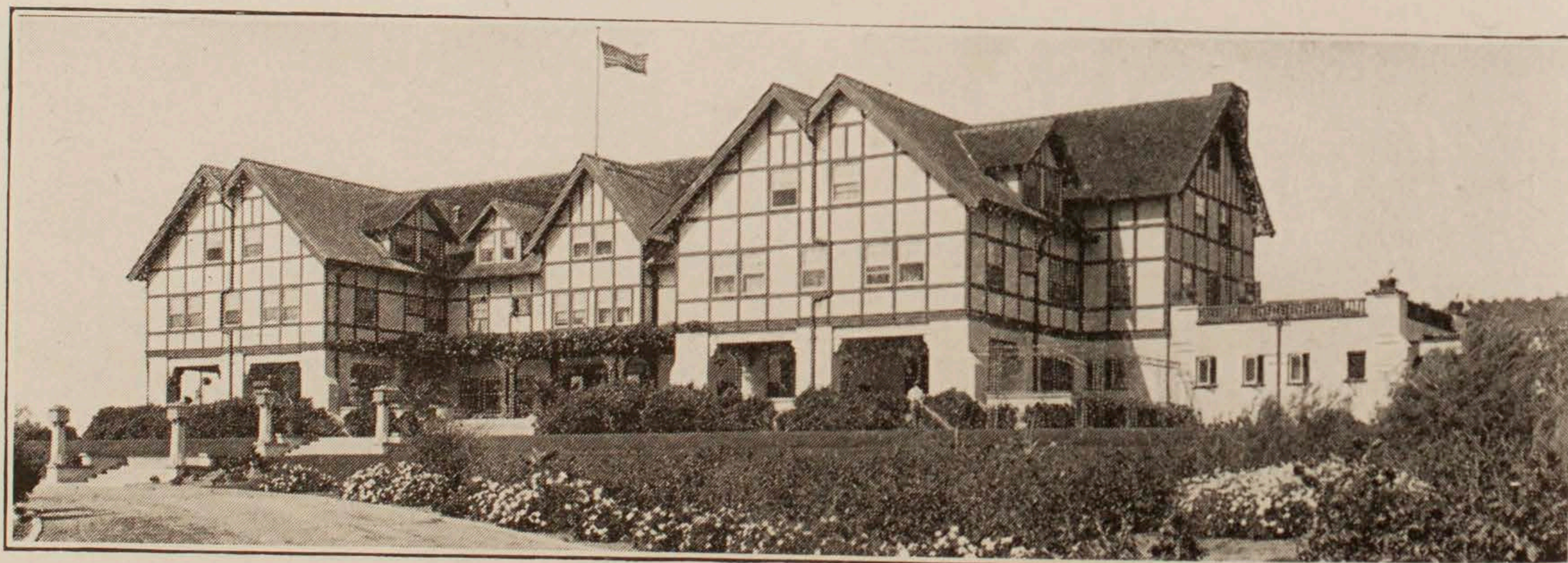
Fitch Cafe

353 S. SPRING STREET

Los Angeles

Beautiful DEL MAR (San Diego County)

Every Charm of a Picturesque California Resort, Combining Ocean, Mountain and Valley



STRATFORD INN

Owned and operated by South Coast Land Company, Inc.

This Hotel is situated in the beauty spot of the Pacific Coast. There are miles of contour roads through Torrey Pines and Monterey Cypress. This property contains the most perfect building sites imaginable and already many delightful homes have been erected by residents of Southern California. An ideal location for a summer or winter bungalow.

SOUTH COAST LAND COMPANY

Phones, Main 227—Home F 1788

705 Garland Bldg., Los Angeles

ing attractions. The hotel contains, besides the usual public rooms of charming arrangement, more than five hundred large guest chambers, three hundred and fifty with attached baths, and a large roof garden adorned with tropical plants and partly enclosed with glass. The hotel is conspicuous in the judgment of wide travelers for its good food, good cheer, good music and painstaking entertainment; in short for all the factors of pleasant living. The Green plays a large part in the social life of the city, and is the scene of many brilliant entertainments. The buildings are surrounded by parks. A city park of ten acres adjoins it on the south. A new tennis court and lawn golf course have been added to the attractions of the hotel grounds. The privileges of the Annandale golf course and club house and of the Altadena club house and links are available for the guests of the Hotel Green.

The **Hotel Maryland** with its adornment of vines and flowers, its setting of lawns and trees and shrubbery, its picturesque cottages and bungalows surrounded by tropical gardens, is an unqualified bit of paradise in the midst of a city which as a whole may justly lay claim to the name. The hotel is located on Colorado Street, the principal street of Pasadena, and being open throughout the year, is the scene of much of the city's social life, as well as a delightful home for tourists and winter residents. As Mrs. Robert J. Burdette has said: "Its doors have been ever ready to swing inward to further the interests of philanthropic work, centralize art, music or literature, or for the lighter pleasures of life." The stranger who is a guest at the Maryland finds these pleasures and interests open to him, and shares in the festivities of the charity ball, weekly musicals and dances, and the New Year's Tournament of Roses. The old English music room; the dining-room, seating nearly a thousand people and commanding from its French windows a view of the vine-draped Maryland pergola, the grill room prepared for cozy, informal feasting, the spacious lobby and cheerful morning room with its enormous window, framing a rarely beautiful scene, are some of the obvious attractions for the gregarious, while for those disposed to repose and withdrawal are quiet writing

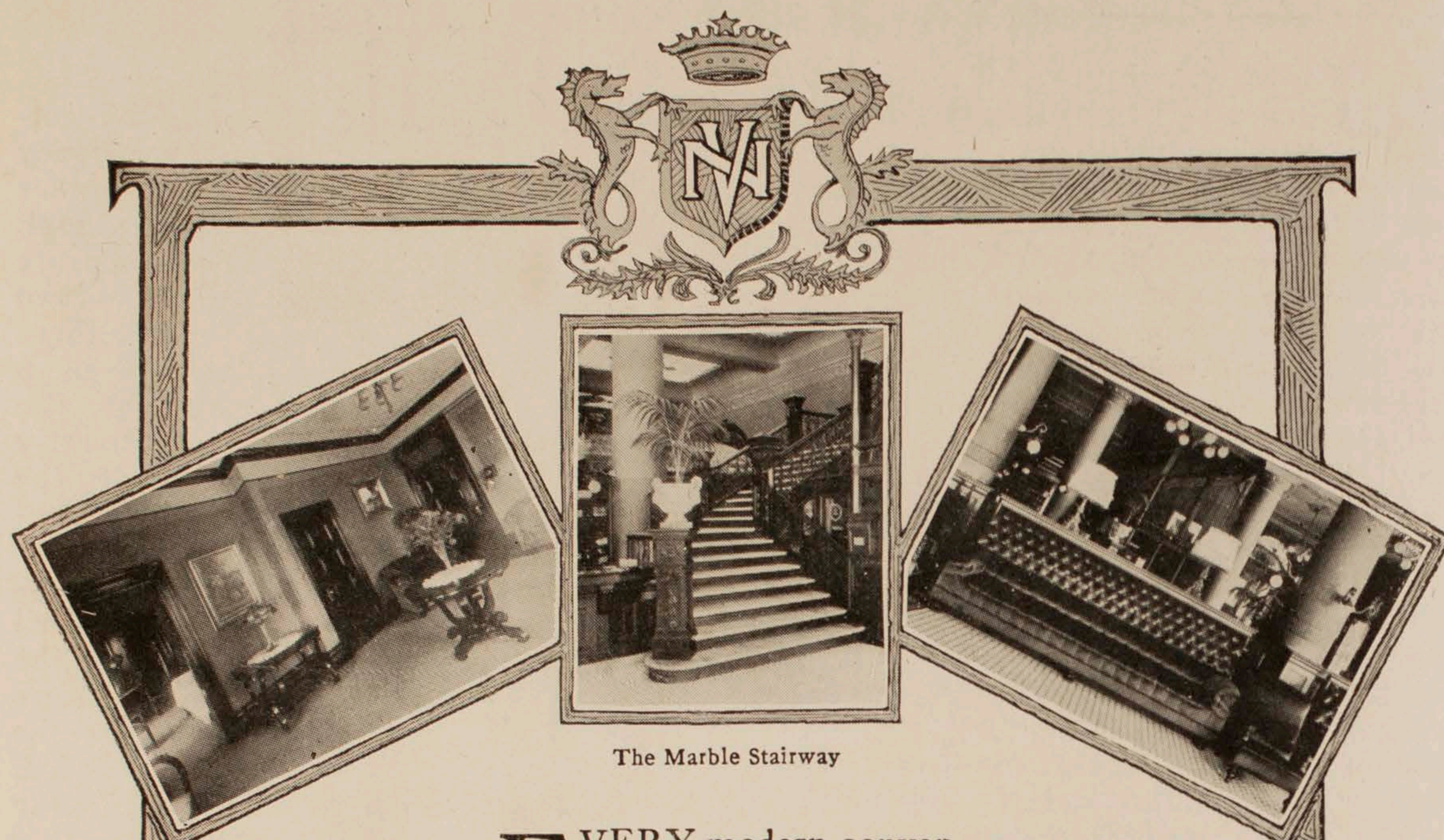
and card rooms and, best of all, the cottages and bungalows wherein the privacy of family life may be enjoyed, together with all the advantages of a fine hotel. There are twenty-six of these separate homes furnishing apartments of from two to twelve rooms. In some cases there are from two to four apartments in a cottage. Meals may be taken at the hotel or served in charcoal ovens directly from the hotel kitchen. Many of the bungalows are built in Spanish style enclosing a patio.

Since the above was written, the Maryland was totally destroyed by fire in April last, but will be rebuilt at once upon the same site. None of the bungalows were burned and during the interval before the doors of the new Maryland are opened, these and one of the large wings of the Hotel Huntington, will be kept open for the accommodation of the Maryland's guests. The new Maryland will surpass in luxury and comfort the one destroyed.

The **Hotel Huntington**, on Oak Knoll, Pasadena, is operated by the same management as the Maryland. It is a princely building with vine-covered pergolas and arched corridors; with sunny courts and shady lawns whereon the transplanted palm mingles with indigenous live oaks; with gardens designed by an artist, and with an interior in keeping with its magnificent setting on the edge of a mesa above the San Gabriel Valley. The Huntington has its own golf links on which stands the oldest Spanish mill in California. Besides this private course, guests at the Huntington may have the privileges of the Annandale, the Altadena and the San Gabriel Country clubs.

Pasadena and its surroundings offer a thousand delights for the tourist or winter resident, scenery unsurpassed, untold miles of the finest motoring roads, beaches and mountains and the city pleasures of Los Angeles within easy reach of the hotels. These large hotels make up theater parties for their guests and conduct excursions to all points of interest. The Pasadena horse show, the polo games and the beautiful New Year's tournament of roses are further winter attractions.

The **Alpine Tavern** is perched on a shelf high up on the side of Mount Lowe at the end of the Mount Lowe electric railway. It is surrounded by beautiful trees, pine and live oak, wherein birds



The Marble Stairway

A Typical "Van Nuys" Suite

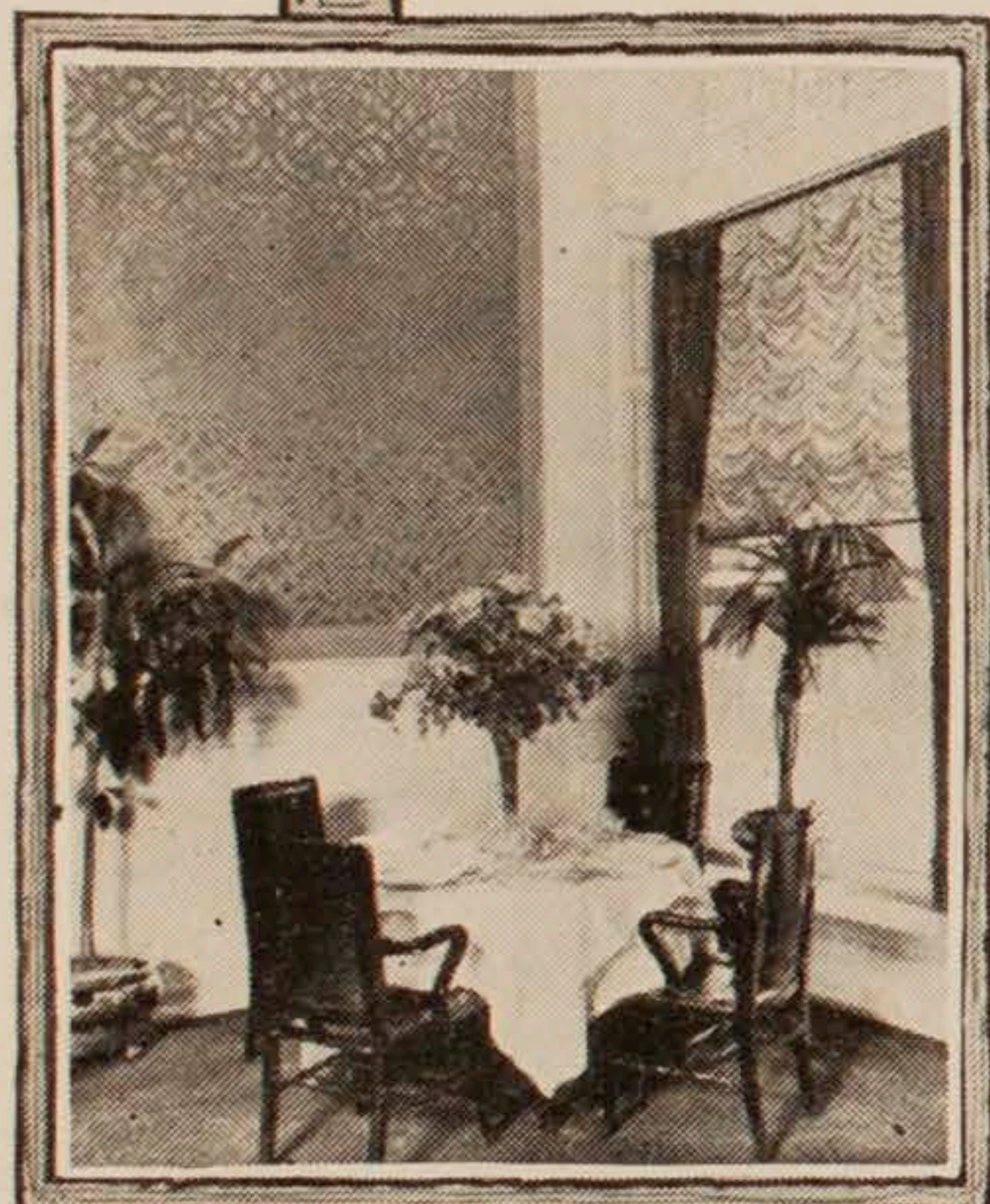
Luxurious Lobby Scene

EVERY modern convenience. Unexcelled dining room service. The refined home-like atmosphere prevailing here is rarely found in a hotel so centrally located. Street cars for every direction pass the doors.

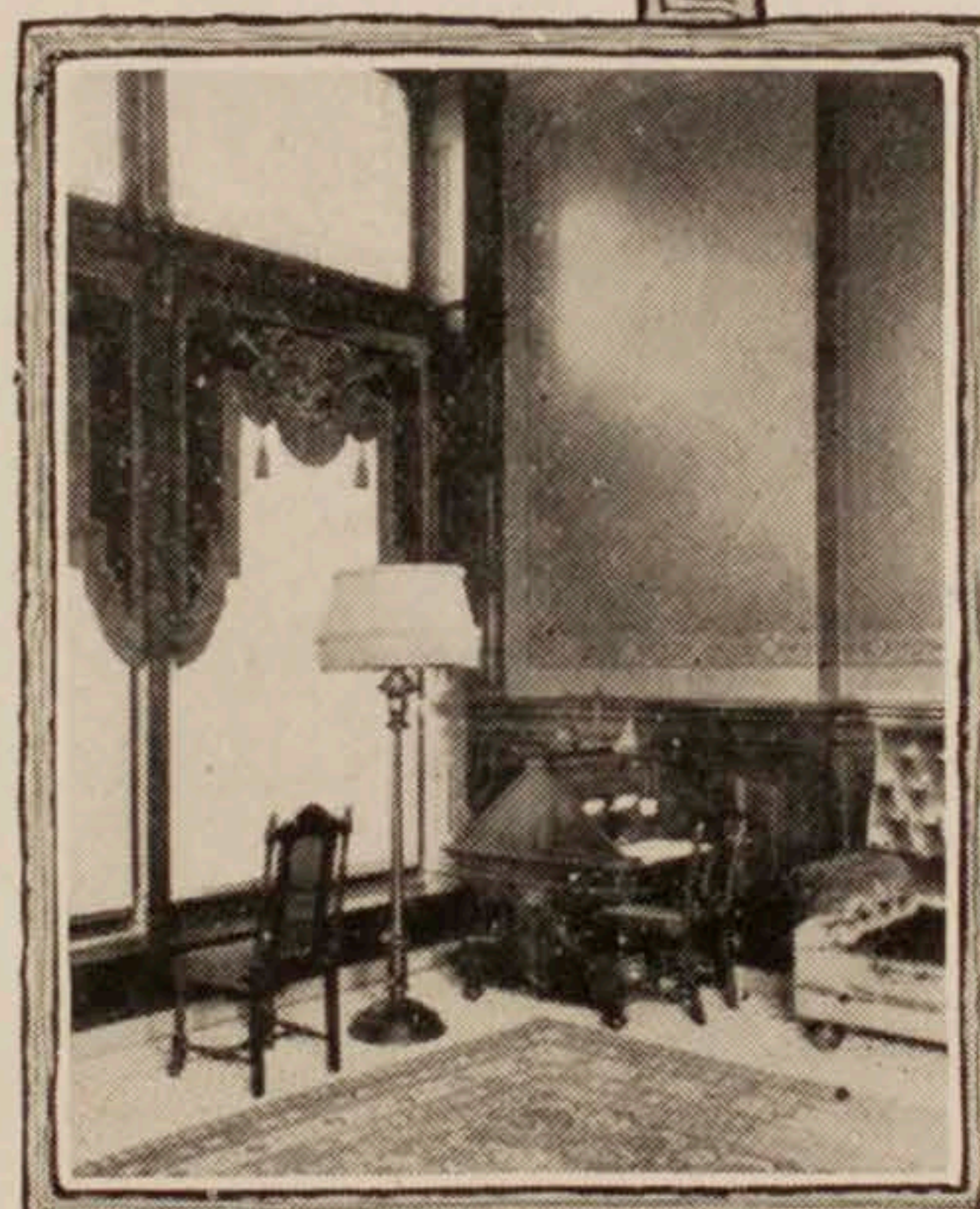
The clerk at any of the hotels in this book will wire reservation for you.

HOTEL VAN NUYS

C. H. KNAPPE, Manager
LOS ANGELES



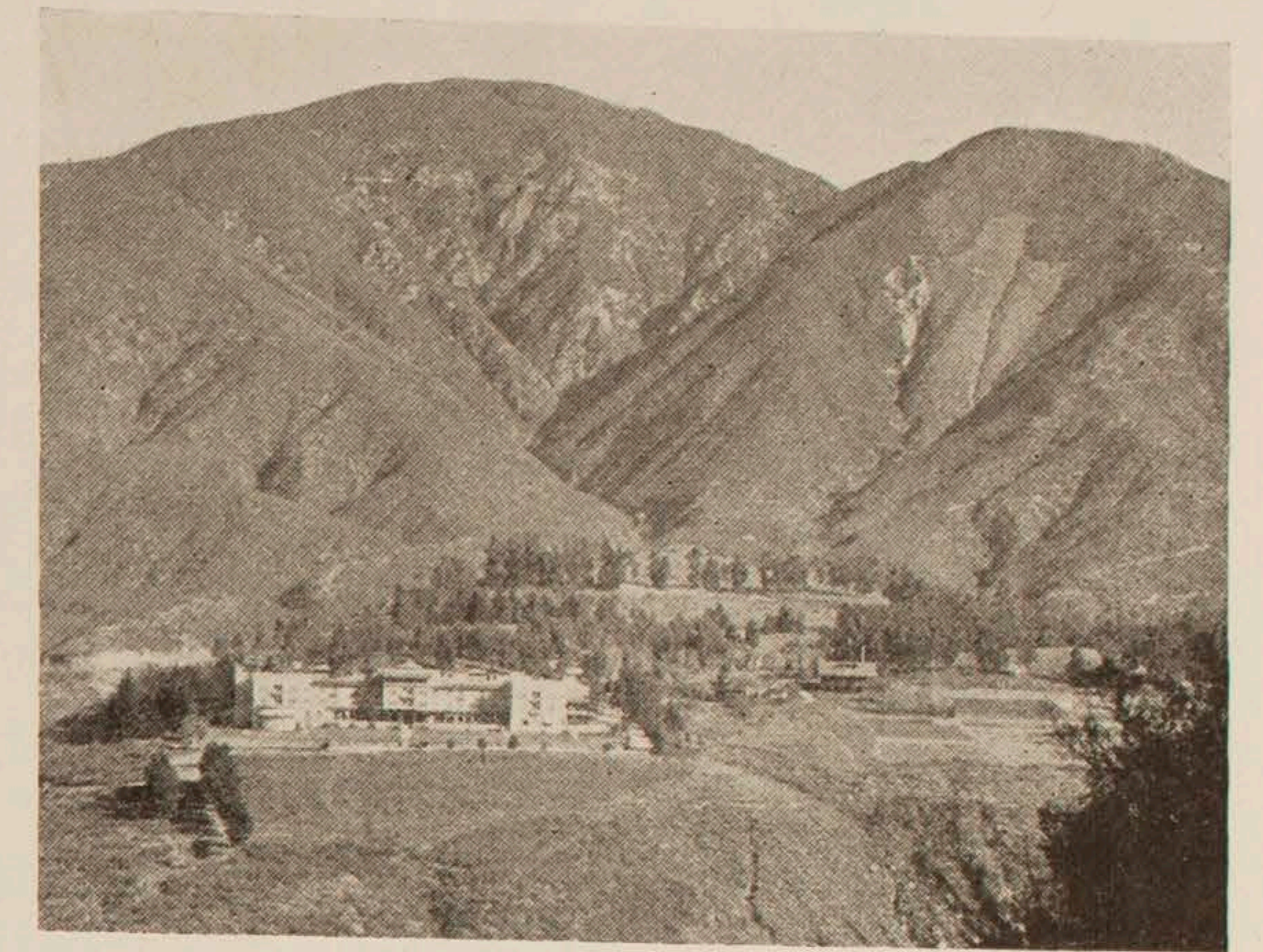
Corner in Cafe



Corner in Lobby



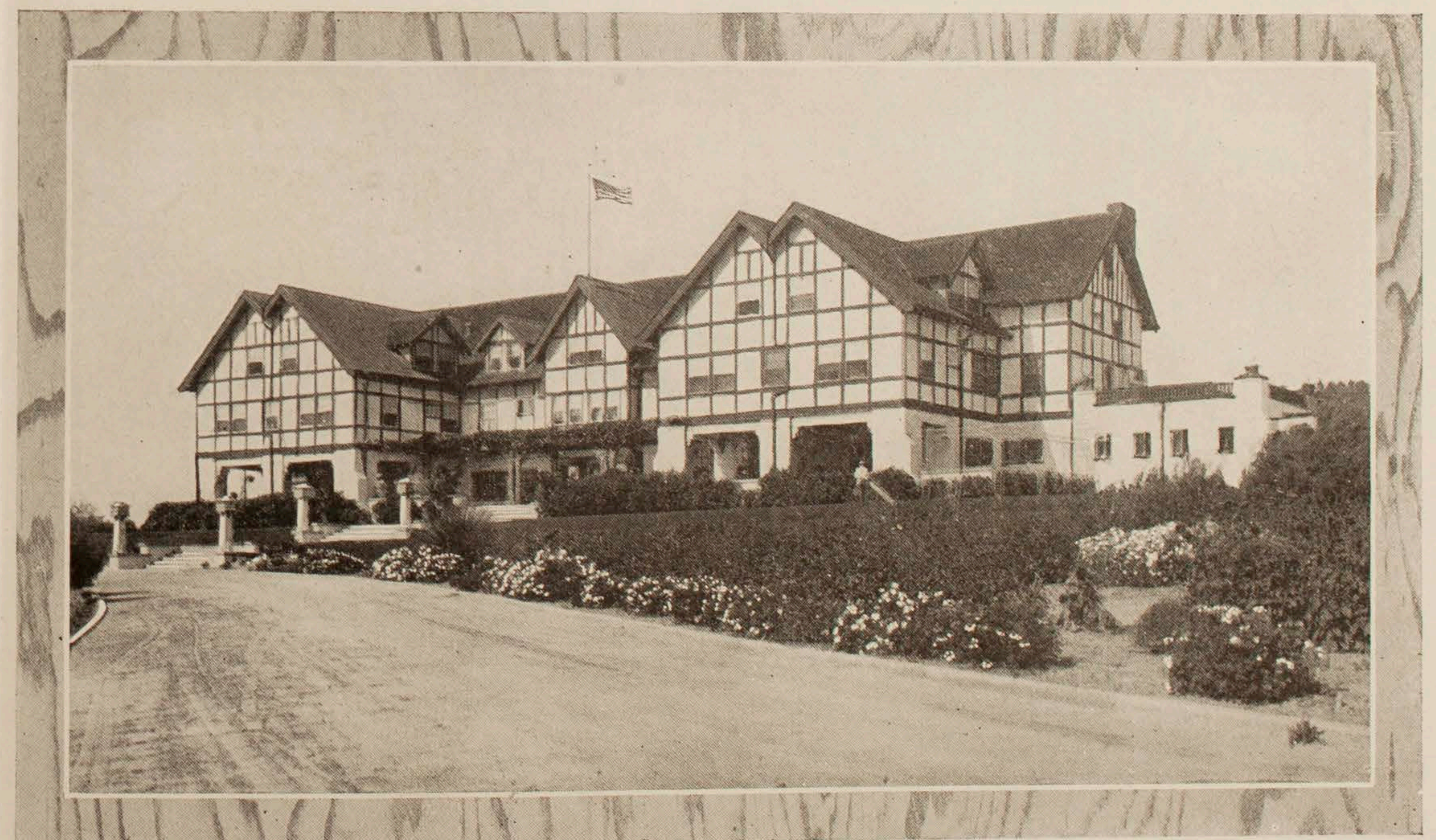
and squirrels make merry, all so tame that they will almost eat out of one's hand. The Tavern is supplied with every convenience and the cuisine is excellent. The spacious lobby with its big stone fireplace seems to welcome all comers. From the Tavern the trip to the top of Mount Lowe may be continued, if desired, on burros or horseback. The place is delightful for a stay of a few hours or for weeks of quiet rest above the clouds and strife of the city—literally above the clouds, for sometimes the waves and billows of fog may be seen tossing below, while about the Tavern and above is sunshine and peace.



World-famous "Arrowhead Mountain" and the famous sanitarium at its base

On the sands of Long Beach, facing the blue Pacific, only thirty-five minutes' car-ride from Los Angeles, stands the beautiful **Hotel Virginia**, one of the finest beach resort hotels in the world. It is built of reinforced concrete in the form of the letter H, every one of its two hundred and fifty rooms having an outside exposure. The north front overlooks a broad avenue of palms with views of the mountains in the distance. A stay at this charming hotel gives the traveler a chance to become acquainted with the sea in all its moods. The large concrete

tennis courts southeast of the hotel afford from the spectator's seats another splendid view of the ocean. The concrete walks and broad steps leading from the hotel down to the sands are draped with ivy and bordered with flowers. The Virginia Country Club is only fifteen minutes' ride from the hotel and offers various pleasures for the guests of the hotel, golf, tennis and trap shooting, also musicals and social affairs. Bathing, fishing and boating are the especial delights of the Virginia. From the long pier



STRATFORD INN, DEL MAR



THE LUXURIANT HOTEL VIRGINIA, AT LONG BEACH, OVERLOOKS A SURF-SWEPT STRAND

LOS ANGELES-SAN DIEGO STANDARD GUIDE

near by many fish are taken with rod and reel. This may be varied by trolling from a launch for large fish in the open sea. Catalina Island is only two hours away and here is sport for the most expert fishermen. The Hotel Virginia is headquarters for the Sunset Yacht Club and from the verandas a fine view of the racing may be had on regatta days. A driveway extends for miles south along the bluff over the ocean. The beach also affords a fine speedway. Horseback riders delight in a canter along its hard sands.

The hotel **Casa Loma** is situated on slightly rising ground in the northern part of the beautiful city of Redlands, and it commands a magnificent view over the valley to the snow-capped mountains beyond. Broad verandas and shady lawns give opportunity for the restfully inclined to enjoy outdoor life, while the more active may fill their time with automobile trips, horseback riding, coaching, golf, tennis, croquet, walking or fishing. Trout fishing in nearby mountain streams is very good. The social life of the hotel is well looked after, and the service is of the best. Redlands itself is beautifully situated in the midst of orange groves which extend through the valley to the mountains that wall it in and the scenery afforded by the drives and walks, or obtained from the hotel windows, is worth traveling from a far country to see.

The **Arrowhead Hot Springs Hotel** is a health resort, but also a luxurious hotel where the healthy tourist may enjoy himself, availing himself or not as he chooses of the steam baths, mud baths and mineral water which are useful in many disorders. The waters are said to possess the same curative value as those of Carlsbad. The hotel is beautifully situated facing the San Bernardino Valley, under the great arrowhead half way up Arrowhead Mountain, and the views from its windows and veranda are superb. Within a short distance from the hotel on one side are boiling springs and steam caves; on the other side the springs and stream are icy cold. Connected with the hotel is a well equipped stable, where burros and saddle horses can be obtained for the mountain rides. Safe trails lead to wild canyons or to vantage points for particularly impressive views. There are many beautiful walks to be taken and fine roads for automobiles. The hotel is only thirty minutes distant by electric

car from the busy little city of San Bernardino.

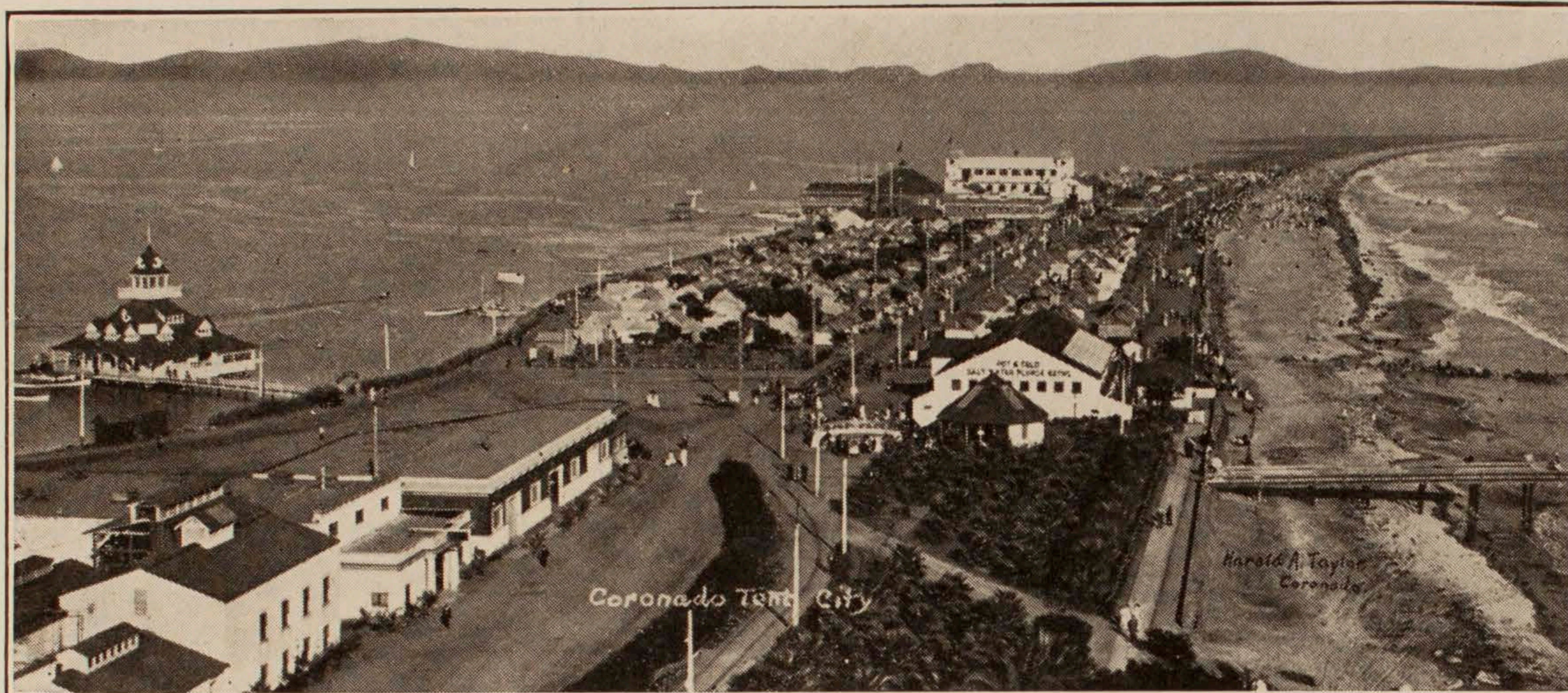
Stratford Inn is a charming half-timbered, English-looking hotel situated at Del Mar, twenty-two miles north of San Diego, on the Santa Fe line between Los Angeles and San Diego. It stands high above the sea, commanding a glorious view of the distant hills, of the Pacific and of the surf-washed beach at its feet. The wide, firm stretch of sand is delightful for bathing, fishing, horseback riding or motoring. Just below the hotel, nearer the beach, stands Los Banos, a complete bath house containing, among other conveniences, an immense plunge bath of ocean water, warmed and frequently changed. An eight hundred foot pleasure pier extends from the bluff near Los Banos and along its length surf fishing is successfully practiced. Good quail and duck hunting is found nearby; golf, tennis, croquet, canoeing, deep sea fishing, riding, driving and walking are other forms of amusement readily accessible. There are many picturesque places in the vicinity to be visited, the Cave of the Winds, the Witch's Cauldron, the Punch Bowl, Wave Crest, where is obtained a wonderful view, over valley and mesa, of the mountains of Mexico, and to the north the snowy heads of San Antonio, San Bernardino and the San Jacinto range.

San Diego is well prepared to provide not only comfortable, but luxuriously for the throng of exposition visitors she is looking for in 1915.

The **U. S. Grant Hotel** is located in the heart of San Diego, on a main business street, opposite the pretty Plaza Park, with its handsome fountain and fine palms. The hotel is of fireproof construction, a beautiful specimen of concrete architecture, consisting of two wings joining a central building at right angles. A unique feature which delights all guests is the palm garden which fills the space between the two wings above the imposing entrance. Second floor rooms open with French windows on this beautiful spot. A fountain plays in the center, surrounded by aquatic plants. Palms and ferns and the vine-draped pergola which covers it make it appear like a beautiful garden. All the rooms are sunny, with outside exposure. The Bivouac Grill is a unique room, with military decorations to honor the great name which the hotel bears. The mural paintings, flags and seals of

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CORONADO BEACH, CALIFORNIA

Los Angeles Agent, H. F. NORCROSS, 334 South Spring Street.



U. S. GRANT HOTEL—SAN DIEGO

the great nations are all in keeping with this idea. Both grill and dining-room bear a well-deserved reputation for the excellence and cosmopolitan variety of their food. Opening from the eighth and ninth floors are two large roof gardens, each covering a quarter of an acre. The entire ninth floor of the hotel is devoted to a ballroom or convention hall, the same immense room serving for both purposes. During balls or entertainments held here, or in one of the large music rooms on the eighth floor, the roof gardens are much used for promenades. The hotel is finely equipped with every variety of bath, including two large plunges filled with salt water pumped directly from the ocean and constantly changed. Guests of the hotel are accorded the privileges of the Point Loma club house, a fifteen minute ride from the hotel. Here polo, golf or

tennis may be enjoyed almost every day in the year. Motoring, yachting, rowing, fishing and sea bathing are other available pleasures.

The San Diego is a new million dollar, reinforced concrete building, fireproof, thoroughly modern, and conveniently located for business or pleasure. All car lines pass its doors and it is only a short distance from the postoffice, custom house, all the prominent stores, the banks and the new Spreckels Theater Building. It is on the European plan.

The Hotel del Coronado is in a class by itself. Its location on a narrow strip of land between the ocean and the bay would lend distinction to any building, but when charm of situation is enhanced by the great wide stretching structure surrounded by a park and enclosing a patio filled with trees and flowers and singing birds,

"Meet me at the Manx"
—Nearest to Everything



UNDER THE MANAGEMENT OF
Chester W. Kelley

LOS ANGELES-SAN DIEGO STANDARD GUIDE

the result is a hotel offering unusual attractions. On one side the surf washes the sands only a few feet from the hotel windows; on the other the smooth lawns, brilliant flowers and noble trees present an entirely different scene, while within the quiet patio one seems miles away from all that can vex or annoy. Within the hotel is every convenience and luxury known to modern hotel life with additional comforts rarely found. The home feature is emphasized everywhere. Many of the rooms and suites have private piazzas which are furnished as living-rooms or sleeping porches as desired.

An open air school is open all the year, giving individual instruction to children of any grade or from any school, so that they may keep up with the classes they have left at home. The Montessori method is used for young children. A well equipped playground is located on the beach.

Outdoor life is so emphasized that many of the attractive indoor rooms seem

scarcely needed, but they are all there, lobby, card rooms, reading rooms, writing rooms, billiard and ball rooms, sun parlors and casino. Verandas and balconies are everywhere and from them and from all the windows are beautiful views of the ocean, or of San Diego harbor, the city and mountains in the distance. The grounds of the hotel are thirty-five acres in extent. The hotel itself covers four and a half acres. Surf bathing may be enjoyed nearby. Yachting, canoeing, rowing, motor boating and fishing are favorite pastimes of many. The Coronado Country Club provides golf links, tennis courts and polo grounds for others. There are splendid roads for riding and driving, and no end of interesting excursions to be taken. The hotel management arranges weekly motor picnics to the Cuyamaca mountains or beach. The hotel is conducted on the American plan with cuisine and service of the highest excellence.



HOTEL DEL CORONADO—SAN DIEGO



SAN DIEGO
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CALIFORNIA

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RATES
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THE POTTER

Santa Barbara By-The-Sea
CALIFORNIA

The Potter Hotel is situated about five hundred feet from the shore of the Pacific; in the background are the Sierras, majestic, against an Italian sky.

Santa Barbara and the adjoining valley, Montecito, are the pleasure grounds of the West.

The Potter is the hub around which all life centres. Golf links, tennis courts, swimming and horse-back riding form only a part of the out-door and invigorating existence of this charming place.

Luxurious accommodations for one thousand guests. Stop-over privileges on Coast-line trains.

The Hotel Potter at Santa Barbara crowns a knoll formerly known as Burton Mound, on which for unknown years has gushed forth a sulphur spring. The water still bubbles up in a marble basin in the lobby of the hotel. Beautiful park-like grounds of wide extent surround the building and slope down to the Palm Boulevard which borders the sea. A more charming setting can scarcely be imagined, acres of velvet lawns, rose gardens with thousands of bushes which bloom nearly the whole year through, hundreds of other plants and shrubs, at least a mile of asphalt walks and driveways bordered by blazing scarlet geraniums and beyond it all the blue Pacific. Every window of the hotel frames a picture. The comfortable chairs of the wide veranda invite one to rest and enjoy the sight. Within the house is every comfort which a large, luxurious hotel can provide. The table is largely supplied with products of the Potter farm, thus insuring pure milk, cream and butter, and a prime quality in eggs, poultry, squabs and vegetables. Even a large portion of the meats are supplied by the farm. The hotel is operated on the American plan. Within the grounds are asphalt tennis courts, garage and livery stables where nearly two hundred horses are kept for riding and driving. In one part of the grounds is a menagerie and a deer park. The Potter Country Club is an adjunct of the Hotel Potter and offers every convenience of a first-class club as well as facilities for out-door sports, including polo and golf. It occupies about one hundred and fifty acres of the celebrated Hope ranch. The club house is on a knoll overlooking a pretty fresh water lake. From the veranda almost the whole of the club grounds can be seen. Breakfasts, lunches and teas are served either in the pretty grill room or on the verandas looking out on the wooded hills. The club grill is operated in conjunction with the hotel dining-room. Spanish and Southern dishes are a specialty.

There are scores of delightful rides and drives in the vicinity of Santa Barbara. The surrounding scenery is wonderfully beautiful, and the equable climate enables one to enjoy out-door life to the utmost. All the delights the sea can offer are to be enjoyed here. Annual regattas bring representatives from every important club on the coast and the Hotel

Potter is the headquarters of social activities. The Santa Barbara channel affords fine deep sea fishing. The Hotel Potter is only a step from the Southern Pacific station and stop-over privileges are granted on all through coast line tickets.

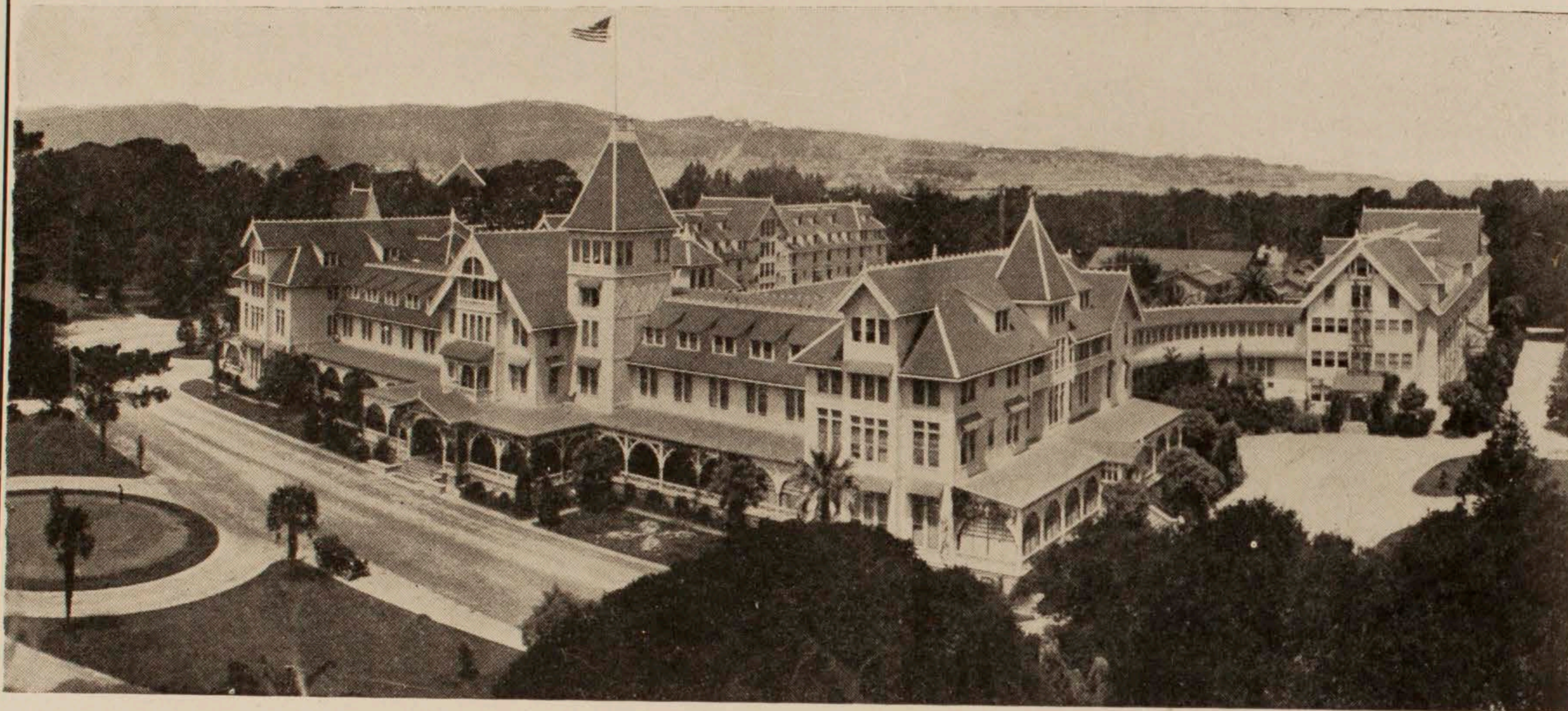
Another charming hotel of Santa Barbara is the **New Arlington**, a reinforced concrete, fireproof hotel, built on the site of the old Arlington which in the early seventies was the most important resort hotel in California. It stands in five acres of lawn embellished by flowers and handsome trees, many of them palms of large growth. Neither brains nor money has been spared to make a safe, substantial hotel fitted with every luxury. The architect has borrowed freely from the missions in his design, making an adaptation of some of their best features. The terraced towers strongly suggest those of the Santa Barbara Mission.

Among all the charming hotels of Southern California the **Glenwood Mission Inn** at Riverside stands out by itself. It is the hotel that is different. It was built *con amore* and is carried on in the same spirit. The architecture is an adaptation and mingling of the best from all the missions, the arches, the corridors, the patio, the campanile and the tiled floors and roof. It is typically Californian, yet unlike any other hotel in California or elsewhere, either in its material aspect or in the atmosphere which pervades it. It breathes peace and quietness upon all who enter the shady courtyard and cross its threshold. Over an entrance to one of the inner rooms is the motto "Ye canna be baith grand and comfortable," and the atmosphere of the inn is a practical exemplification of this. The luxury of the place is in the way of careful service, delicious meals, beauty, harmony and objects of interest on every side. For all its air of simplicity no hostelry was ever more carefully planned and built and furnished. All Europe has been ransacked and the results claim attention on every side, yet everything is fitting and harmonious.

The main part of the building was built by the owner and proprietor, Mr. Frank Miller, in 1902. The cloister room was added in 1910. The building, occupying a full city block, is of brick and concrete, enclosing on three sides a patio filled with flowers, shrubs and vines. It

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ADDRESS

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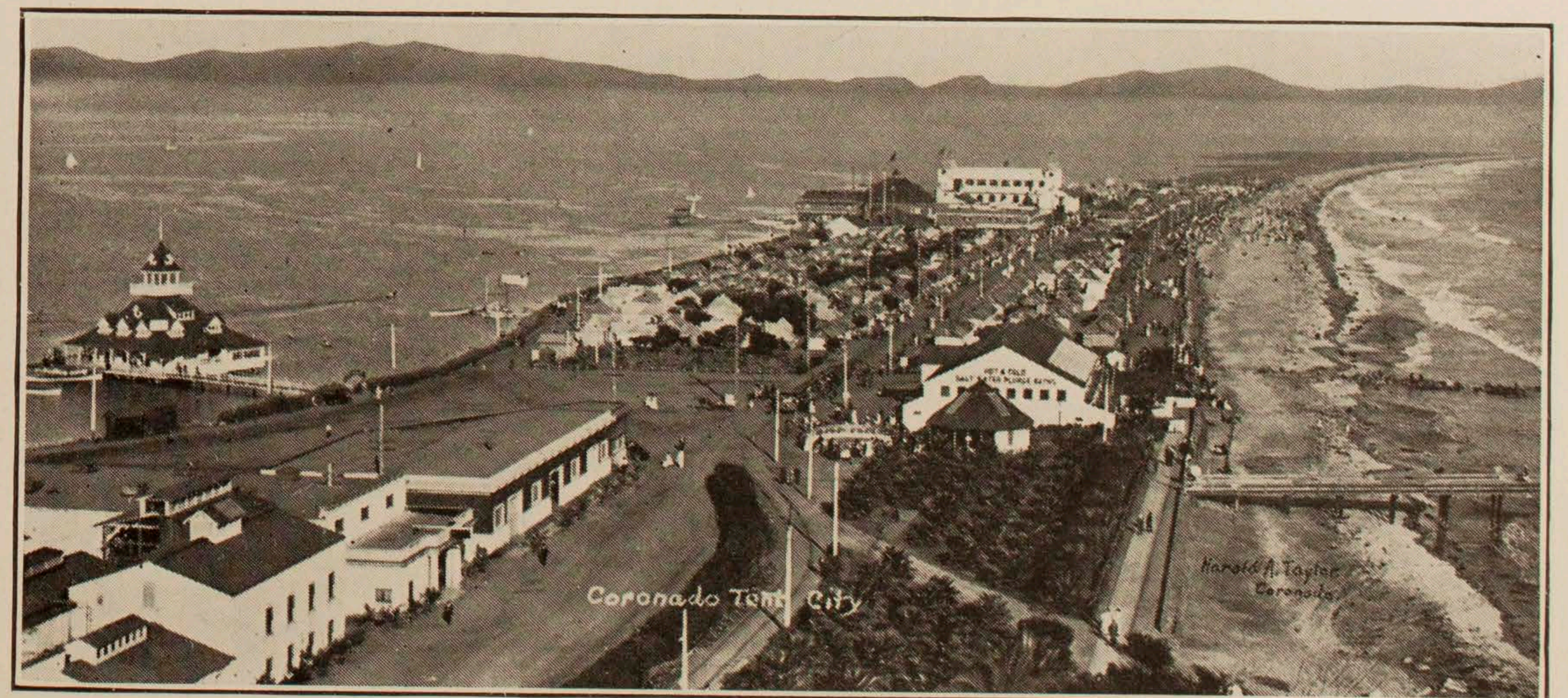
encloses within its walls the original adobe Glenwood built by Mr. Miller and his father in 1875. This now serves as the tea room. Walking around the outside of the inn you will see that the wall on the east or Orange Avenue side is a reproduction of the buttressed side wall of San Gabriel Mission. On the north or Sixth Street side the fachada of Santa Barbara has been the motif. On the corner of Sixth and Orange streets is a replica of the dome of the Carmel Mission. A colonade of arches which San Fernando and Capistrano missions have suggested faces the Seventh Street side, and in the courtyard is the campanile patterned from San Gabriel. Within the beamed ceiling of the cloister music room is copied from that of San Miguel Mission and the balcony rail is a copy of the altar rail of the same church.

Mr. Miller's collection of bells is world famous, the most valuable in the United States. They are hung in the Garden of the Bells, a roof garden prepared for them. They number nearly three hundred, ranging from harness bells to church bells, of all ages and from all lands. The study of their forms, the materials of which they are made, their histories and the quaint legends many of them bear would furnish hours of interest.

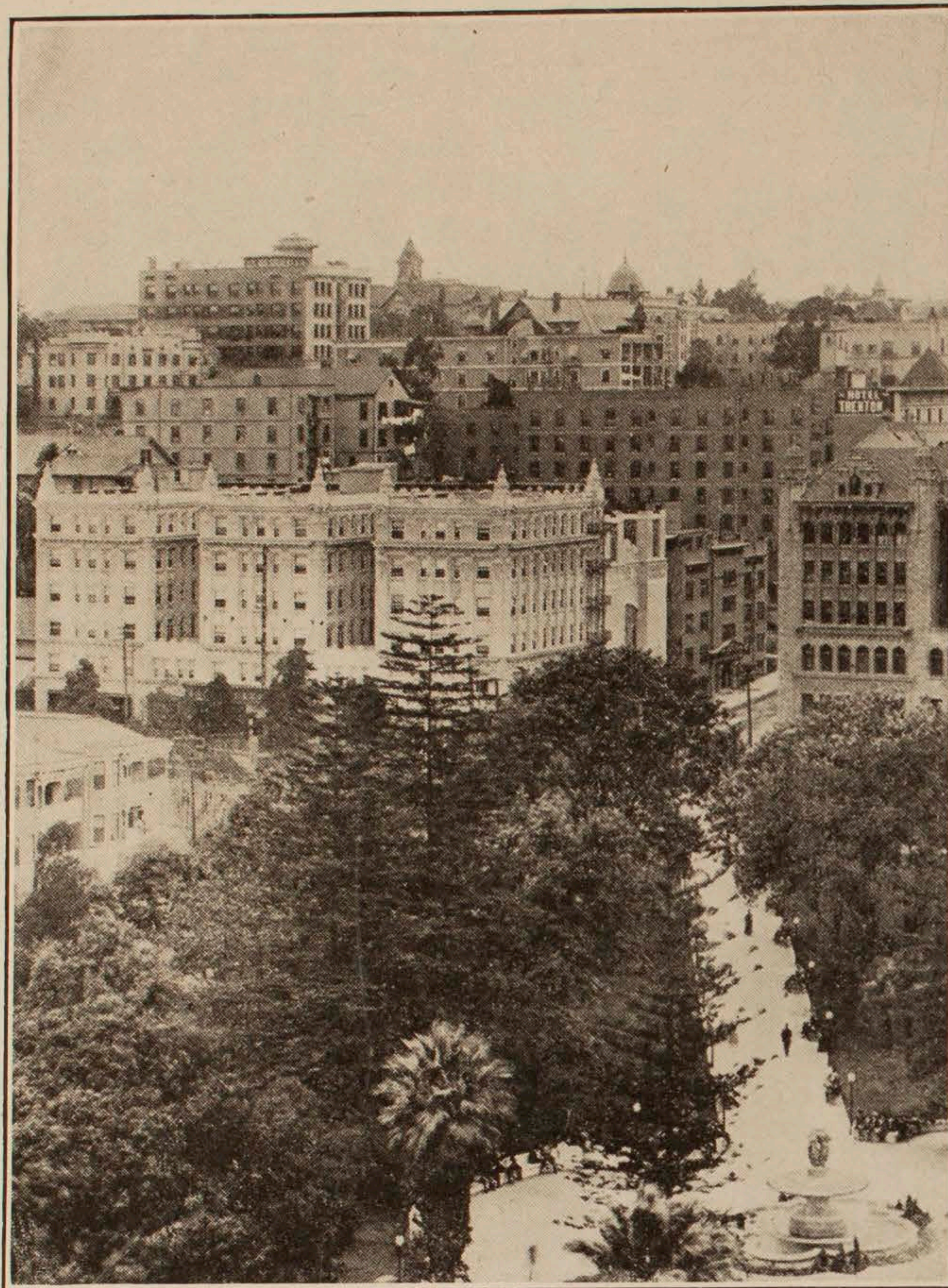
Mr. Miller's collection of crosses is the largest in the world. The smaller ones are in a cabinet in the cloister music room.

It would take too long to enumerate all the beauty and interest contained within these walls. The rooms themselves are worthy of study, the Carmel room, the St. Cecilia room, the Japanese landing, the

Colonial landing, the cloister walk, the cloister music room and the Refectory with its groined arches, stained glass windows picturing scenes, industries and recreations connected with the life of the missions, and a bas-relief by Richard Calder representing the growth of worship from the fire worshippers down to Christian times. If one room of this wonderful inn can stand out above all the other fascinating ones it is the cloister room. This is of noble proportions, with a great organ at one end. There is music here daily at one, five and eight o'clock. It is an experience never to be forgotten to sit in the choir stalls, fashioned after those of Westminster Abbey, and listen to the moving tones of organ and harp, now in some masterpiece, again in simple, familiar melodies, while the eye lingers on each beautiful object that goes to produce this mellow old-world effect—the paintings; the armor; the stained glass windows; the banners brought from ancient buildings in the old world hanging over the balconies; the panels from an old Spanish church of the year 1400, the lamps, the carved monastery table over three hundred years old—all these and more. During the winter and spring months a song service is held here every Sunday night. National hymns of different countries, ballads, college songs, familiar patriotic airs and the standard old hymns are sung. The bells of the campanile chime the hours and whatever the special interest of the moment, it is forgotten while the sweet tones of "My Old Kentucky Home," "The Rosary," "Abide With Me," or some other old-time favorite falls upon the ear.



VIEW OF TENT CITY FROM TOWER OF HOTEL DEL CORONADO, CORONADO BEACH



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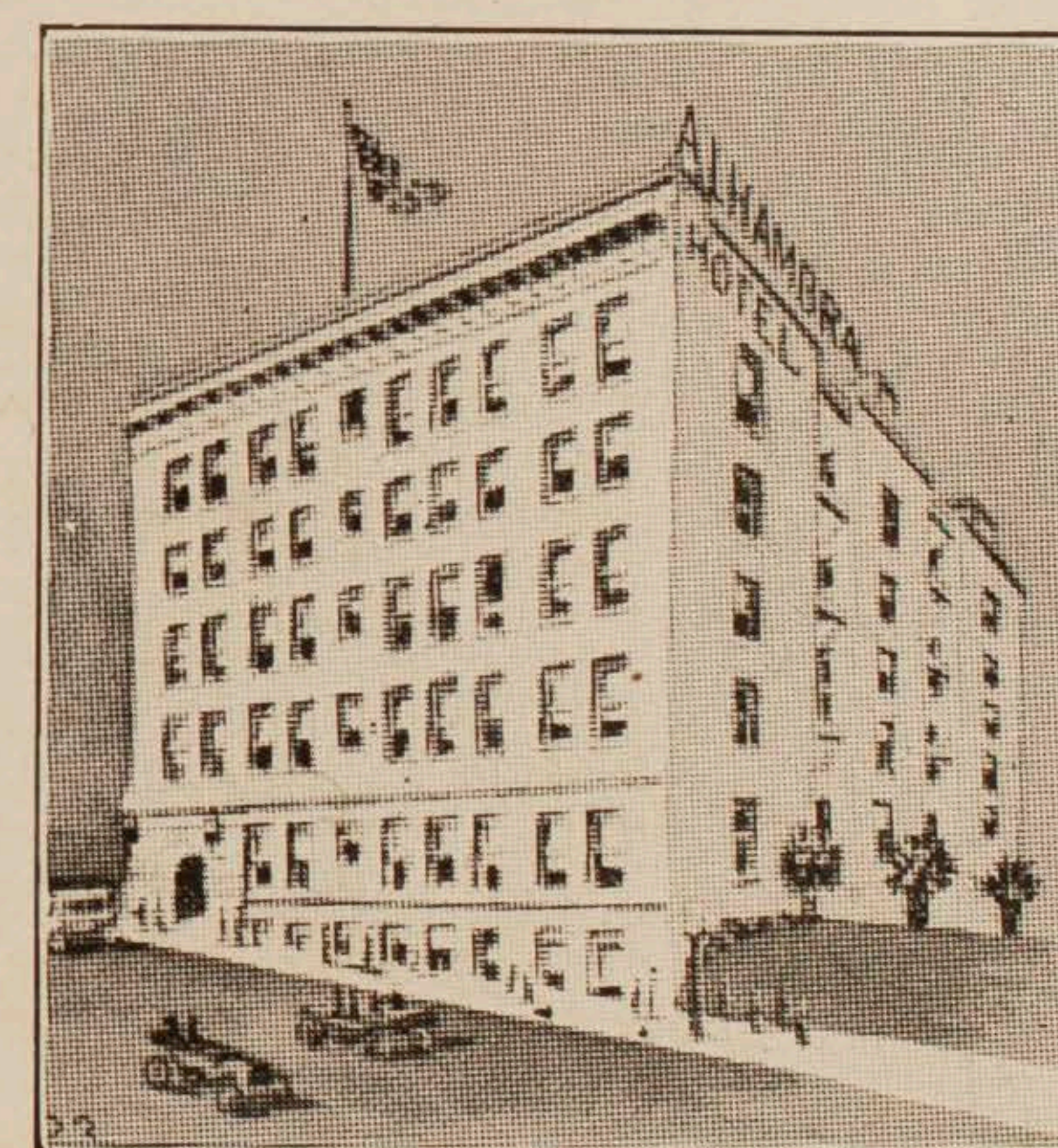
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PATRONAGE—The Sherman is favored by those who demand
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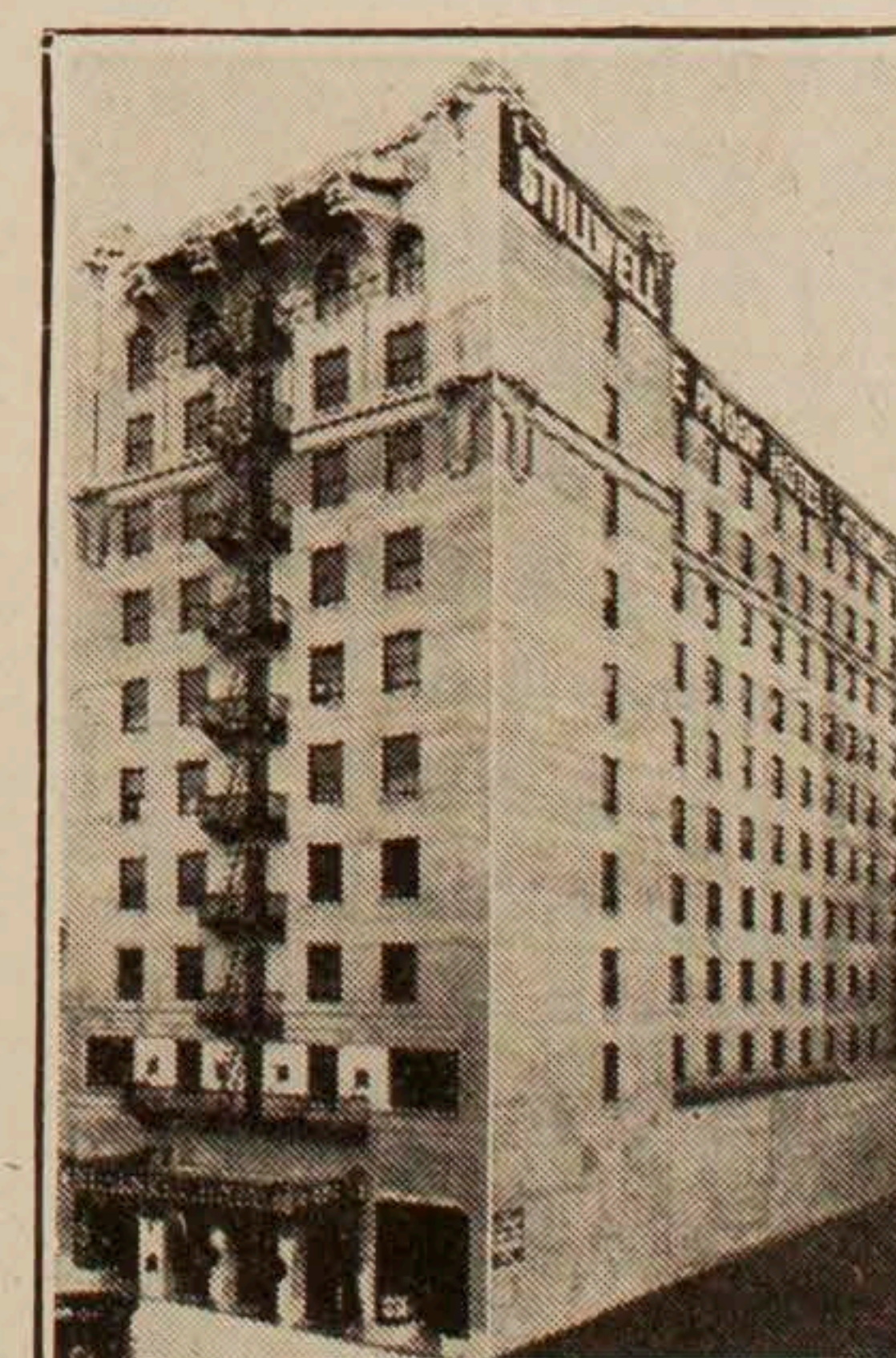
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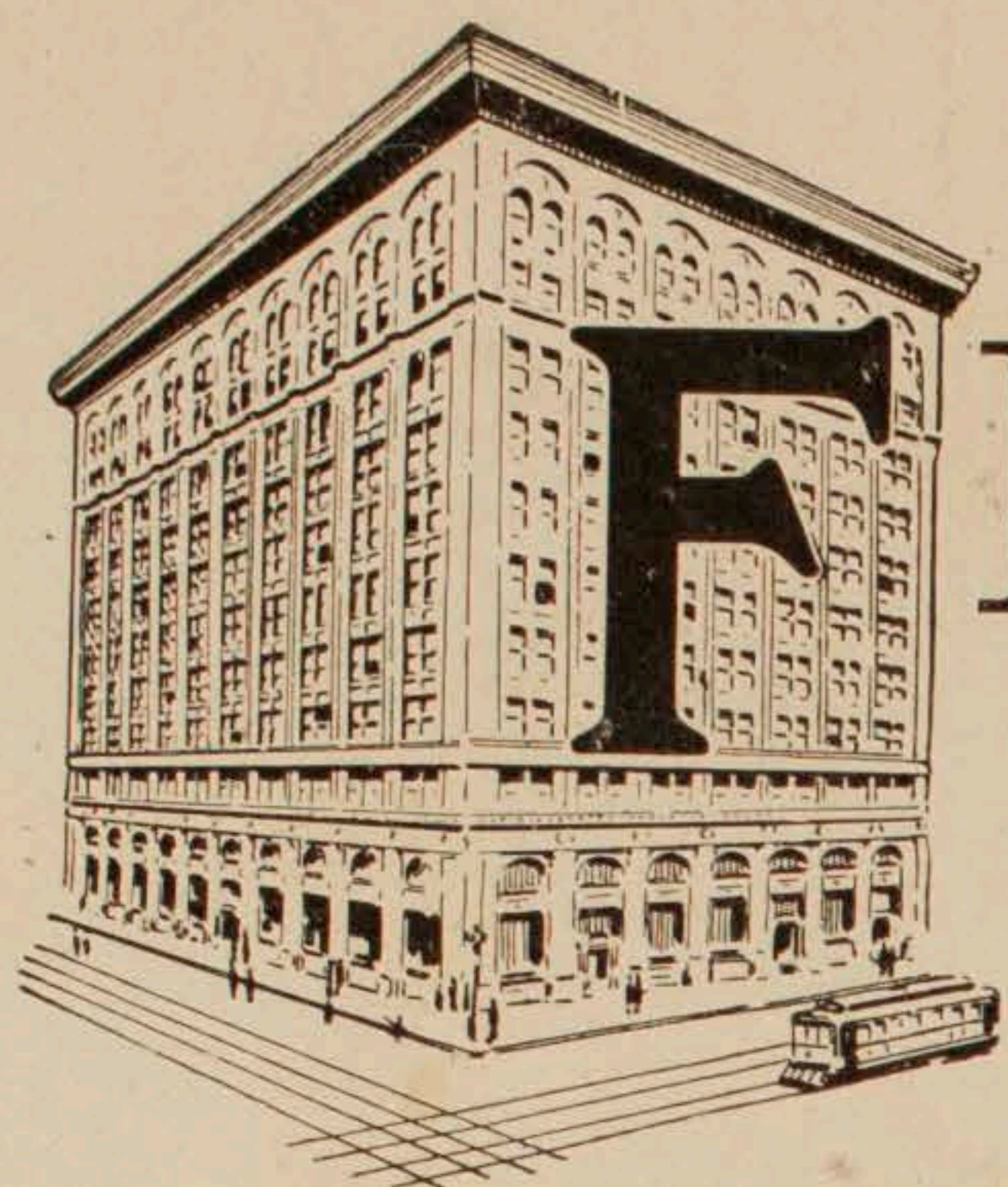
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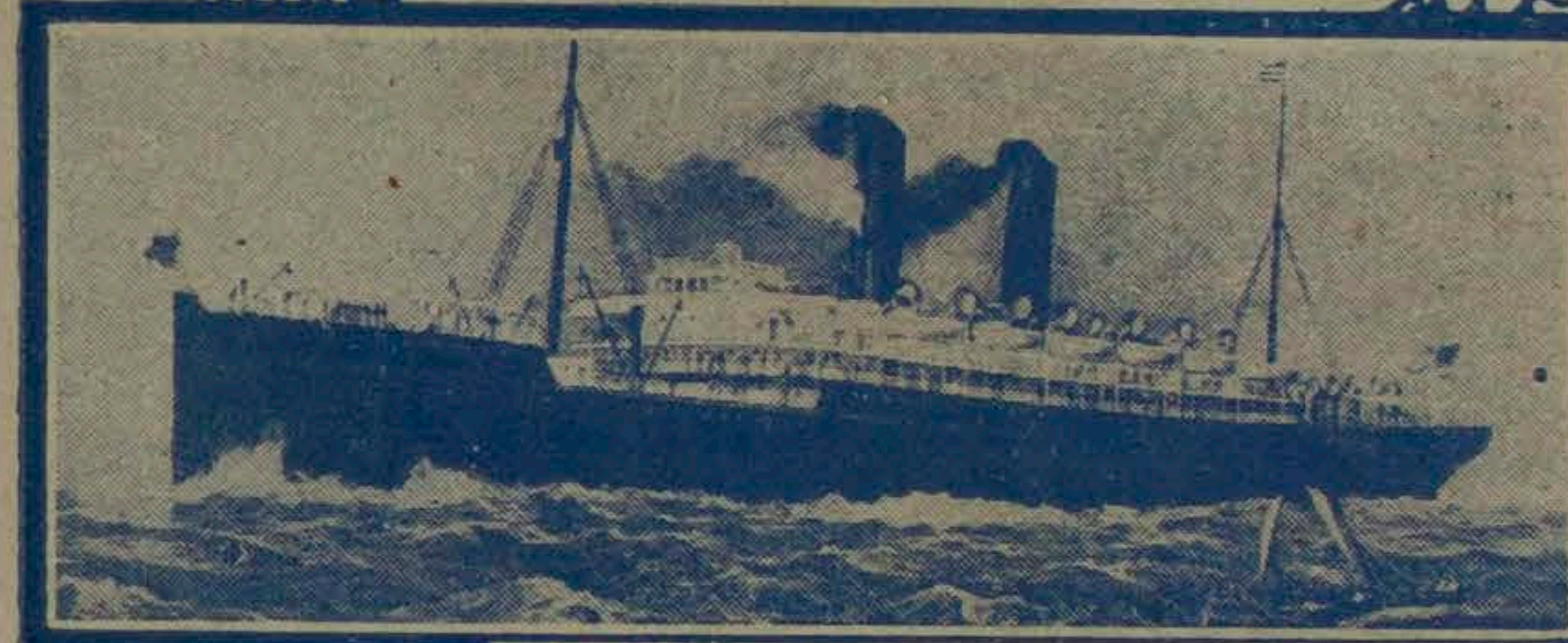
The Sunshine Belt to the Orient



KOREA 18000 TONS



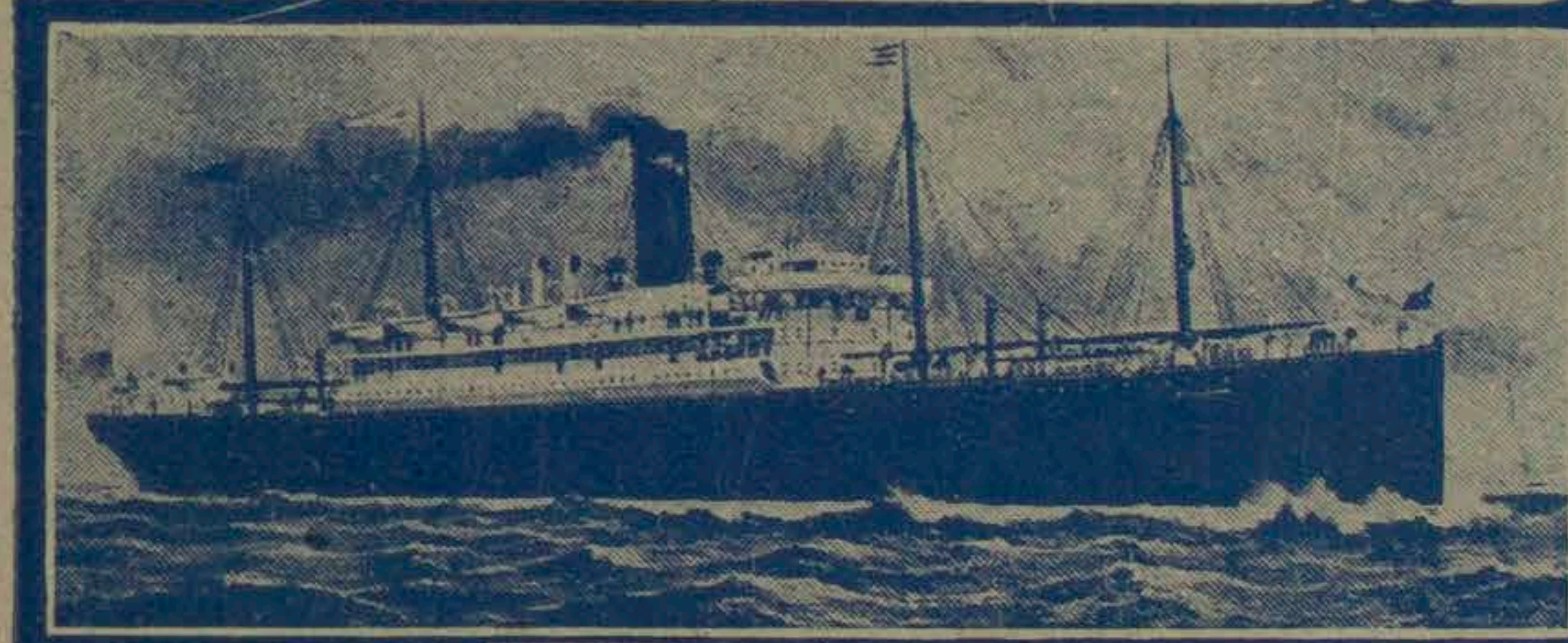
THE



SIBERIA 18000 TONS



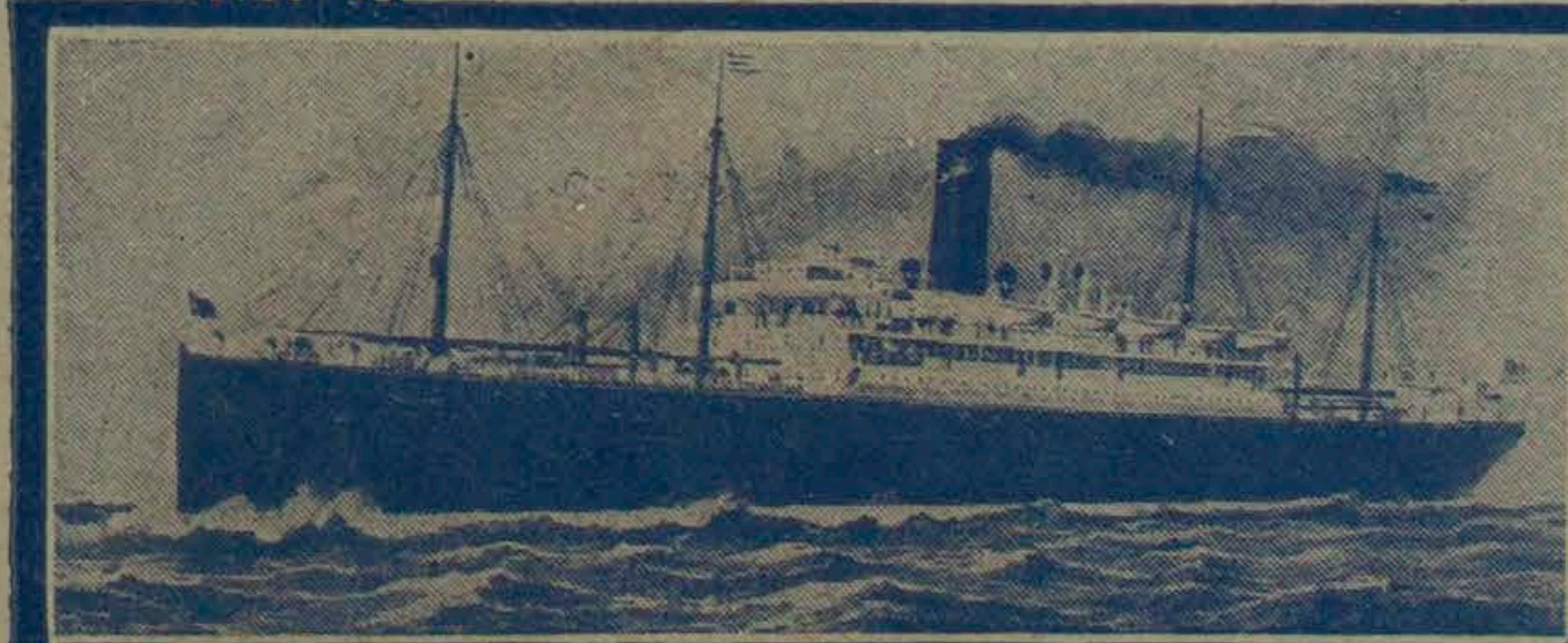
BIG



MANCHURIA 27000 TONS



4



MONGOLIA 27000 TONS

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Panama-California Exposition

SAN DIEGO, 1915

SAN DIEGO, California, will hold a Universal Exposition during the entire year of 1915. This exposition will be unique, and in almost every aspect different from any other international exposition ever held.

As a Mission City, its buildings will impress the observer with their novelty and their artistic adaptation to the fundamental purpose of the enterprise. Its management hopes to make the contrast between the strictly industrial and commercial characteristics of universal expositions and its unique, artistic, spectacular and educational character so marked that there can be no comparison.

The Panama-California Exposition will be held in a magnificent fourteen-hundred-acre park, in the heart of the city of San Diego. Here, in conjunction with it, throughout the year of 1915, will be held a great Indian Congress. This will bring together and classify all of the aboriginal tribes of sub-tropical America, with their industries, handicrafts, customs and modes of life. It will contain the greatest ethnological and archeological exhibit ever seen. Contrasted with this will be such an exhibit of modern life as shall bring into sharp relief every advantage of the soil and climate, and the methods of industry that will illustrate the progress of the past and illuminate the possibilities of the future.

The Panama-California Exposition will be a vivid exposition. It will exhibit processes rather than products. In those industries that pertain to the soil, for instance, it will illustrate how irrigation may be most advantageously applied, rather than what its best results are. In the mining industry the processes used in extracting the metals will be shown instead of the metals in cases.

The Panama-California Exposition will be more attractive than any exposition yet held.

For full description of the Exposition see
"Exposition Section" in this publication